The many forms of junk food marketing in schools

Incentive programs

Billboards, banners, vending machine exteriors
The many forms of junk food marketing in schools

**Educational materials, classroom lessons**
- Learning algebra, by Burger King
- Learning to count, by Jamba Juice

**Fundraisers**
- Label redemption programs (such as General Mills Box Tops for Education and Campbell’s Labels for Education)
- In-school television (such as Channel One News)
- In-school publications (such as ads in this school booklet)

**In-school television**
- Channel One News

**Fundraisers**
- Chick-fil-A Spirit Night

**In-school publications**
- School booklet

**In-school television**
- Channel One News

**Fundraisers**
- Campbell’s Labels for Education