

Super Size Me and Morgan Spurlock... Let's keep them *both* out of our schools.

“...This fall I will take the Super-Sized message on the road to colleges, high schools and elementary schools...I personally believe high schools should show the theatrical version of the film, sexual references and foul language are nothing new to them.”

“Getting this film into every school in America is a priority of mine...”

- Morgan Spurlock, Director & front man of “Super Size Me”, Super Size Me Blog

Three Reasons Why Morgan Spurlock and his Film Send the Wrong Message to Children:

1) This Film is Entertainment for Adults, not Education for Kids

- *Super Size Me* repeatedly shows Spurlock stuffing himself with extreme amounts of food and drastically curbing his physical activity. Spurlock has no background or expertise in education, nutrition, health or medical science. He's a movie producer. The film suggests no solutions to obesity and fails to document any of the details of Spurlock's “experiment” -- providing no meal-by-meal food diary, no activity log and no control group.
- *Super Size Me contains innumerable instances of graphical sexual language and innuendo. The film also includes profane language. Graphic footage of an actual gastric bypass surgery, a rectal exam, and vomiting are included. Along the way, the film and Spurlock himself mock obese people and individuals afflicted with eating disorders. This is not a movie for kids. And it doesn't belong in our schools.*
- The film offers no solutions for obesity. Instead it encourages rude behavior towards overweight people and *sends a message that irresponsible behavior is okay.*

2) The Facts Don't Add Up; This Film is Simply a Distortion of Reality

- Kids should seek the truth at school, but they won't find it in *Super Size Me*. Spurlock serves up heaping portions of exaggeration and bad math in his movie.
- He ate roughly the equivalent of 6 meals per day. He didn't just eat. He massively overate.
- He spent \$26.26 every day, just to feed himself at McDonald's. That's enough to buy 38 hamburgers — every day.
- Throughout the making of his movie, Spurlock intentionally limited his physical activity.
- Dr. Ruth Kava, Director of Nutrition at the American Council on Science and Health (ASCH) says:

“As a professional nutritionist, I think this movie does a disservice to the American people. Obesity is a serious issue in this country and the movie is not a serious attempt to answer it. It misleads people into thinking that eating a particular type of food or at a particular restaurant is the cause for a weight problem. That certainly is not the case.”

3) Messengers are Important. Morgan Spurlock is a Shock-Entertainer, NOT an Educator for Kids.

- Morgan Spurlock, director and protagonist of *Super Size Me* has a history of making waves. The previous project from his New York City based production company, "The Con," was a "reality" gross-out show on MTV called "I Bet You Will." The show's premise was for Spurlock to goad unsuspecting people into doing disgusting things on camera for money. Some of the highlights include paying a woman \$100 to eat a cockroach, paying \$200 for a student to eat a burrito made of earth worms, and paying \$250 to a woman for shaving her head, mixing the hair with butter and eating the perverse concoction.
- On his campus tour promoting *Super Size Me*, Spurlock's lectures are laced with profanity, and unsuspecting parents often bring their young children to these events.
- Spurlock, in his movie and in his lectures, liberally uses veiled and unveiled references to drug abuse. Drug innuendo is pervasive in his lectures.
- *This is not content that's appropriate for children.*

Insightful Quotes from Movie Critics:

"Maybe it's the director's inherently superior attitude that makes the film so irritating: From his self-congratulatory physical (he's in great shape, he's told repeatedly), to the decidedly unwelcome shot of his rectal exam, to the repetitious, sneering shots of wide-bottomed Americans, we get the distinct impression that he isn't in it for the public benefit. And then we have the many glorious omissions of what would seem like crucial aspects in the argument for or against fast food..." -- John Anderson, *Newsday*, May 6, 2004

"...so you ate more food than the average person, and you exercised less. With all due respect, what the heck did you think would happen to your body?"-- D. Parvaz, *Seattle Post-Intelligencer*, April 20, 2004

"Spurlock is a muckraker in the Michael Moore mold, and he claims to have made this movie to document firsthand the unhealthiness of our fast-food nation. But he also knows how to play to the camera: This is the class clown's science project." -- Peter Rainer, *New York Magazine*, May 10, 2004

SUPER SIZE ME IS A MORALLY BANKRUPT, MISLEADING FILM. IT MOCKS THE VALUES THAT CHILDREN SHOULD BE LEARNING AND PROMOTES IRRESPONSIBLE BEHAVIOR. *SUPER SIZE ME IS NOT FOR OUR SCHOOLS.*

- Schools should present the facts on obesity and offer real solutions to children and parents about exercise, nutrition and healthy eating habits. This film distorts the facts and offers no solutions while trying to shift blame for obesity to the fast food industry.
- Personal responsibility and individualism are values we should be teaching our kids. This film pushes a "blame everyone else" attitude, promotes more government regulation of what we eat and drink, and encourages baseless lawsuits against restaurants. These aren't the values that our children should be learning in school.