

Why Are TV Stations Advertising Viagra to Children?

The newest Viagra commercial is inappropriate for obvious reasons, especially when aired as early as it has been recently when children are still awake and likely watching television.

It features a sexy blond with a sultry voice in a sheer gown lying on a bed, which many families find offensive and embarrassing. To make matters worse, the ad clearly states erectile dysfunction instead of the abbreviation ED to explain the reason for advertising this product. Our organization has received numerous complaints from concerned parents. IMM could not ignore this issue.

This particular commercial has aired during programs that families watch together. For example, this advertisement aired during the baseball playoffs around 8:00 p.m. ET/7:00 p.m. CT. There have also been reports that it has aired even earlier in the day. When this type of commercial airs too early in the evening; family viewing time is ruined. Can you imagine what goes through the mind of a child, tween or teen when they see this ad? A parent never expects to have a discussion about erectile dysfunction while sitting at home enjoying family time. Viagra (Pfizer) needs to know it is not alright when commercials with mature content air when children are likely watching. The timing for airing this advertisement is in extremely poor taste. If Pfizer finds it necessary to air these ads, then they should be cleaned up or saved for later in the evening.

Send an email letter to Viagra (Pfizer) and insist they pull their current "ED" commercial off the air immediately, or at

least move any future airings to later in the evening.

Click on this to Take Action!