



MEDIA RELEASE

FOR IMMEDIATE RELEASE
11th February 2018

CALL TO BOYCOTT CHILDREN'S MOVIE FOR GLORIFYING ALLERGY BULLYING – GLOBALAAI

Sony Picture's new children's movie "Peter Rabbit", released in the USA on Friday and due for release in Australia on 22nd February, contains scenes that mock the seriousness of food allergies and promotes food allergy bullying.

Not-for-profit organisation Global Anaphylaxis Awareness and Inclusivity (globalaai) is calling on Sony Pictures to issue an apology and for consumers to boycott at the cinemas. A change.org petition (<https://www.change.org/p/sony-pictures-sony-pictures-apologise-for-depicting-food-allergy-bullying-in-peter-rabbit-movie>) written by globalaai has been rapidly gaining thousands of signatures worldwide.

The movie is an adaptation of Beatrix Potter's original tales that see Peter Rabbit's feud with Mr McGregor escalate to new heights.

After discovering that Mr McGregor has life-threatening allergies to blackberries, they launch fruit and vegetables at him, but in particular blackberries at his mouth. This results in an anaphylactic reaction, the use of injected adrenaline (epinephrine) and a journey to hospital in an ambulance.

Peter jokes with his friends that allergies are made up for sympathy and attention.

globalaai Founder, Dr Pooja Newman, said the movie is socially irresponsible depicting Peter Rabbit and the bunnies teaching children dangerous behaviour and makes light of food allergies which are life threatening.

"Food allergy bullying amounts to assault and possibly even manslaughter and calls Australia to also put this type of bullying on its agenda."

"Children have died and become seriously ill in classrooms and schoolyards from such deliberate acts. It is traumatic for children and parents living with serious allergies to see their life threatening condition portrayed in this manner."

Food allergies affect 1 in 10 infants and children in Australia. Nearly 40% of children with food allergies have experienced a severe or life-threatening reaction such as anaphylaxis.

More than one third of school-aged children have reported being bullied because of their food allergies.

Dr Newman founded globalaai to spread awareness of the seriousness of anaphylaxis and instigate social change to save lives. globalaai has developed emergency EpiPen® stations for food outlets, public spaces, homes and workplaces.

Media contact: Interviews with Dr Pooja Newman and other individuals with allergies can be arranged.

Contact Pooja via email info@globalaai.org or mobile on 0410 451 654.