

# INTERNATIONAL HOME FOODS CANS “NOTHING SACRED”

International Home Foods, Inc. has said that it “will no longer willingly advertise commercials adjacent to or within the ABC program, ‘Nothing Sacred.’” It becomes the 35<sup>th</sup> company to withdraw sponsorship of the show. The company advertised PAM on the fifth episode of the show.

Those who previously quit are: Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears, Glaxo Wellcome, Ponderosa, Dunkin’ Donuts, Scott’s Liquid Gold, Chrysler-Plymouth, Honda, Arm & Hammer, Home Depot, Borden, Alberto Culver, Montgomery Ward, Ovaltine, Dairy Queen, Mutual of Omaha, Telecom\*USA, Cigna, McCormick, Pier 1, NordicTrack, John Paul Mitchell Systems, Meineke, Fantom Technologies Direct, A&M Products, Nissan, RadioShack and Chattem.

Catholic League president William Donohue commented as follows:

“International Home Foods proved that it does not want to be associated with programs that offend millions of Americans. As such, those who believe in tolerance and goodwill should support this decision.

“Tony Danza was recognized by the public for a People’s Choice award (notwithstanding NBC’s decision to cut the show) while Kevin Anderson wasn’t even nominated. Yet the critics love Anderson and not Danza. Now had Danza played Father Ray, he would have kept his job though he would have lost the award (Danza’s abilities are not good enough to override the show’s lousy scriptwriting). On the other hand, had Anderson done a comedy show of his own, he would have lost both the award and his job. Anderson should count his blessings: were it not for the Disney/ABC policy of preferential treatment, he’d be

joining Danza on the unemployment line, minus the award. Then he'd really be suffering a loss of faith."