

**Question for written answer E-008730/2014
to the Commission**

Rule 130

Ernest Urtasun (Verts/ALE), Marina Albiol Guzmán (GUE/NGL), Lidia Senra Rodríguez (GUE/NGL) and Jordi Sebastià (Verts/ALE)

Subject: The use of advertising techniques to promote bullfighting among children

Ethics in advertising should be an issue of special concern when commercial messages are addressed to children. In the past few days it has come to light that flyers on bullfighting that target children were being distributed to them in cities like Corunna (Spain) while they were on their way to football matches or as they were leaving shopping centres accompanied by their parents.

The Franz Weber Foundation and the 'Galicia, Mellor Sen Touradas' [Galicia, Better without Bullfights] platform have warned about this tactic of using cultural grounds to persuade an audience to go to bullfights, when that audience is not yet fully developed, either morally or intellectually.

1. What view does the Commission take of the lack of commercial ethics in the promotion of bullfighting events?
2. Is the Commission aware that both the Galician Ombudsman and the Galician Parliament have expressed their opposition to the presence of children at bullfighting events?
3. Does the Commission intend to take any measures to prevent children watching violence?