



**\*\*\*For Immediate Release\*\*\*  
July 10, 2012**

**\*\*\*Media Contact\*\*\*  
Jon Sender: (202) 466-8100  
Cell: (608)235-3705**

## **Campaign Names U.S. Soccer Foundation President & CEO to Board of Directors**

**Washington, DC** The Campaign to End Obesity today announced the addition of Ed Foster-Simeon to its Board of Directors. Foster-Simeon, the president and CEO of the U.S. Soccer Foundation, is a champion of soccer as a vehicle for youth development and social change and brings significant expertise from the private sector.

At the U.S. Soccer Foundation, Foster-Simeon oversees the Foundation's multifaceted programs that create opportunities for children to live healthier lifestyles through the sport of soccer and the development of safe playing fields. Prior to joining the U.S. Soccer Foundation, Foster-Simeon served as Deputy Managing Editor at USA TODAY where he was responsible for Washington, Political and Foreign news operations.

"Ed has over two decades of experience developing soccer in the United States and has tirelessly worked to make the sport a powerful force to tackle the crisis of childhood obesity," said Karen Licitra, Campaign Board Chair

. "With a particular focus on children in underserved areas, Ed understands the interdependence of public and private resources, schools, health providers, families and children to build sustainable and fun community solutions to the obesity problem. He brings an important perspective to our Board."

"I am honored to join the Campaign to End Obesity's Board of Directors," said Foster-Simeon. "At a time when the childhood obesity epidemic threatens to impose shorter, sicker lives on our children than any generation before, we must actively pursue solutions to get America on track to a healthy weight. I look forward to collaborating with my colleagues in public health, academia and industry as we work to reverse this dangerous epidemic."

###

### **About the Campaign to End Obesity**

By bringing together leaders from across industry, academia and public health with policymakers and their advisors, the Campaign to End Obesity provides the information and guidance that decision-makers need to make the changes necessary to reverse one of the nation's costliest and most prevalent diseases.