



805 15th Street, NW, Suite 650, Washington, DC 20005  
202-466-8100 • [www.obesitycampaign.org](http://www.obesitycampaign.org)

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**\*\*\*Media Contact\*\*\***

Rebecca Einhorn: (202) 466-8700

## Campaign Names New Board Chair

**WASHINGTON DC** – The Campaign to End Obesity today announced that Karen Licitra, Johnson & Johnson Company Group Chairman and Worldwide Franchise Chairman for Ethicon Endo-Surgery will assume the position of Board Chair.

Licitra, who has served on the Campaign's Board since its founding in 2007, succeeds Dr. Lee Kaplan, MD, PhD, Director of the Obesity, Metabolism & Nutrition Institute at Massachusetts General Hospital, in the leadership post. As Chairman Emeritus, Dr. Kaplan will remain on the Board and assume the new leadership role of Chair of the Campaign's Advisory Council.

On succeeding Dr. Kaplan, Ms. Licitra said, "I am personally grateful for Lee's leadership in helping to launch the Campaign and for his collaboration with the CEO Action Fund to drive important policy changes that will enable the work that is needed to reverse the tide on our nation's costly and dangerous obesity epidemic."

"I am honored to be elected as the Campaign to End Obesity's Board Chair," said Licitra. "Obesity is a disease that continues to threaten our nation's health and economy at epidemic levels. Even so, real solutions—at the personal, community and national policy level—do exist, and we must commit to doing the work that is needed to get America on track to a healthy weight."

Ethicon Endo-Surgery is a sponsor of the Campaign to End Obesity.

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

The effects of the nation's obesity epidemic are immense: taxpayers, businesses, communities and individuals spend hundreds of billions of dollars each year due to obesity, including an estimated \$168 billion in medical costs. 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.