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For Immediate Release

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## Campaign Named as a top Twitter Site for U.S. Politicians to Follow *@ToEndObesity the Only Obesity Site Named*

Washington, DC (September 19, 2012) – The Campaign to End Obesity has been named as one of the top 50 nonprofits for politicians to follow on Twitter by Nonprofit Tech2.0. Ranked 15th on list, the Campaign is the only Twitter feed focusing on obesity named by the site which produces “A Social Media Guide for Nonprofits.”

“The Campaign relies on a number of different platforms to communicate to policy makers and influencers about the health and economic toll obesity takes in the United States, and what policy options are available to reverse America’s obesity epidemic. Social networking sites, including Twitter, are essential to inform this vital policy discussion,” said Campaign to End Obesity Co-Founder, Stephanie Silverman. She added, “We are most appreciative that our work in this area is being recognized by Nonprofit Tech.”

Today, two-thirds of U.S. adults and nearly one in three children struggle because they are overweight or have 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. Obesity is the reason that the current generation of youth is predicted to live a shorter life than their parents.

The full list of the 50 Nonprofits Every U.S. Politician Should Follow on Twitter is available at <http://nonprofitorgs.wordpress.com/2012/09/09/50-nonprofits-every-u-s-politican-should-follow-on-twitter/> or <http://bit.ly/P1ONc8>.

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### About the Campaign to End Obesity

The Campaign to End Obesity is dedicated to reversing America’s costliest disease. Ending this epidemic requires change – in individuals, institutions and communities. The Campaign convenes leaders from industry, academia, public health and associations to speak with one voice for federal policies to reverse the obesity epidemic and promote healthy weight in children and adults. The Campaign has produced a White Paper showing that in the face of rising obesity-related health costs, federal policy makers ought to consider different approaches for budgeting legislative proposals. The study is available at <http://obesitycampaign.org/research.asp>.