

## Matthew L. Myers, President



Matthew L. Myers is President of the Campaign for Tobacco-Free Kids, a leader in the fight to reduce tobacco use and its devastating consequences in the United States and around the world.

In 1996, Mr. Myers helped to found the Campaign for Tobacco-Free Kids and has been with the Campaign since its inception. Initially, he served as its Executive Vice President and Legal Counsel and oversaw the Campaign's legal and advocacy efforts. On January 1, 2000, Mr. Myers became the Campaign's President.

In his position at the Campaign, Mr. Myers helped to lead the Campaign's effort to defend FDA's assertion of jurisdiction over cigarettes and smokeless tobacco products in 1996. Mr. Myers then served as a close advisor to the State Attorneys General in the 1990s when they sued the tobacco industry. He participated in the 1996 negotiations that led to the first ever settlement with a tobacco company, Liggett and Myers, an agreement that resulted in the release of a massive amount of previously secret tobacco industry documents.

In 1997, at the request of the State Attorneys General and the White House, Mr. Myers participated in the negotiations that led to the unprecedented agreement between the tobacco industry and the states in June 1997. He then served as one of the leading spokespersons for the Congressional debate related to that settlement that followed.

Mr. Myers subsequently advised a number of State Attorneys General during the negotiations that led to the Master Settlement Agreement in 1998 and oversaw the Campaign's effort to get the states to use Master Settlement Agreement funds for comprehensive tobacco control.

Since that time, under Mr. Myers' leadership, the Campaign has been a leader in the effort to raise tobacco taxes, expand protection against secondhand smoke and fund effective comprehensive tobacco control programs at the state level.

In 1999, Mr. Myers was appointed to serve on the first tobacco advisory committee to

the Director General of the World Health Organization. Mr. Myers and the Campaign later fully participated in the negotiations that led to the adoption of the WHO Framework Convention on Tobacco Control.

In 2000, Mr. Myers was named by President Clinton to co-chair a Presidential Commission to develop a proposal to both address the economic problems being experienced by tobacco farmers and their communities and at the same time promote the public health through a reduction in tobacco use.

Under Mr. Myers' leadership the Campaign for Tobacco-Free Kids later led the effort that resulted in 2009 in the US Food and Drug Administration being given authority over the manufacture, marketing and sale of tobacco products.

Since 2007, the Campaign under Mr. Myers' leadership has been actively involved in tobacco control efforts in low and middle income countries all over the world. In 2010 Mr. Myers and the Campaign partnered with Uruguay in the defense of Uruguay's international trade dispute with Philip Morris International before the International Center for the Settlement of Investment Disputes.

In 2011, Mr. Myers was selected to serve on the Civil Society Task Force to advise the President of the General Assembly of the UN in conjunction with the UN High Level Meeting on Non-Communicable Diseases.

Mr. Myers began his tobacco control work in 1980 when he joined the Federal Trade Commission and was responsible for the agency's tobacco-related activity. Under his Leadership, the FTC in 1981 produced a report that examined the role of cigarette marketing and led Congress to strengthen the warning labels on cigarettes and also initiated litigation against Brown and Williamson for deceptive low tar claims concerning Barclay cigarettes. In the 1980's he worked on the successful legislative efforts to raise the tax on tobacco products in 1981, to eliminate the subsidy for tobacco growers, to adopt new warning labels for cigarettes; to ban the advertising of smokeless tobacco products on radio and TV, to require warning labels on smokeless tobacco products and to ban smoking on commercial airlines.

From 1982 to 1996, Mr. Myers was a partner in the law firm of Asbill, Junkin, Myers and Buffone and represented the Coalition on Smoking OR Health, an organization comprised of the American Cancer Society, the American Lung Association, and the American Heart Association, first as its Staff Director and later as its General Counsel.

In 1989, Mr. Myers received the prestigious Surgeon General's Medallion from Dr. C. Everett Koop for contributions to the public health of the nation. In 1996, he received the Smokefree America Award as the lawyer who had made the greatest contribution to tobacco-control efforts in the United States. In 2004, the Harvard School of Public Health bestowed its highest award, the Julius B. Richmond award, on Mr. Myers for his work as an advocate in preventing tobacco industry marketing to children. In 2006, the Campaign for Tobacco-Free Kids received the Luther Terry Award for its leadership on

global tobacco control. In 2007, the American Cancer Society honored Mr. Myers with its highest award, The Medal of Honor, for his work in the fight against cancer and childhood tobacco addiction.