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MATTHEW L. MYERS
President
Campaign for Tobacco-Free Kids

Matthew L. Myers is President and CEO of the Campaign for Tobacco-Free Kids, a privately funded organization established to focus the nation's attention and action on reducing tobacco use among children. The Campaign seeks to reduce tobacco use by working to create a social and ethical environment which promotes policies that support a reduction in tobacco use, and serves as a resource to others working to reduce tobacco use. The Campaign acts as a counter force to the tobacco industry and its special interests.

Mr. Myers helped to found the Campaign for Tobacco-Free Kids and has been with the Campaign from its inception in 1996. Initially, he served as its Executive Vice President and Legal Counsel and oversaw the Campaign's advocacy efforts. In 1997, Mr. Myers participated in the negotiations with the state attorneys general that led to the historic 1997 settlement with the Liggett Tobacco Company, and later participated in the negotiations between the tobacco industry and the state attorneys general that led to the June 20, 1997 agreement between those parties. He then served as one of the leading spokespersons in the debate that followed in Congress and worked with Senator John McCain on his 1998 comprehensive tobacco legislation. On January 1, 2000, Mr. Myers became the Campaign's President succeeding William D. Novelli. Later that year, Mr. Myers was named by President Clinton to co-chair a Presidential Commission to examine the economic problems being experienced by tobacco farmers and their communities and recommend possible solutions.

In October 2004, the Harvard School of Public Health bestowed its highest honor, the prestigious Julius B. Richmond award, on Mr. Myers for his work as an advocate in preventing tobacco industry marketing to children.

Over the last 25 years, Mr. Myers has participated in virtually every major national tobacco-related legislative effort and has worked with state tobacco prevention advocates and officials around the country.

In 1980, Mr. Myers joined the Federal Trade Commission in the Division of Advertising Practices and was responsible for the agency's tobacco-related activity. Later he was named the acting Deputy Assistant Director of the FTC's Division of Advertising Practices. From 1982 to 1996, Mr. Myers 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. During the 1980's, Mr. Myers worked on successful legislative campaigns to raise the federal excise tax on tobacco products, eliminating smoking on domestic airplane flights, strengthening cigarette health warnings, banning ads for smokeless tobacco on TV and requiring health warnings on smokeless tobacco ads and packages.

In 1999, Mr. Myers was asked to serve on the first advisory committee established to advise the Director General of the World Health Organization on tobacco. In 1998 he received the Jacob K. Javits Award for his contributions to public health. 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 1989, he was awarded the prestigious Surgeon General's Medallion from Dr. C. Everett Koop for contributions to the public health of the nation. Mr. Myers' legislative advocacy efforts are featured in two books by Michael Pertschuk, former chairman of the Federal Trade Commission (FTC): *The Giant Killers* and *Smoke in Their Eyes*. Mr. Myers is published widely in health and medical publications and appears often on national news programs to discuss tobacco issues.

In 1973, Mr. Myers began his career as a law clerk to Raymond Pettine, the Chief U.S. District Court Judge in Rhode Island. From 1974 to 1977, he was an attorney for the American Civil Liberties Union Foundation National Prisoner Project, and from 1977 to 1980, he was their chief counsel.

From 1981 to 1996, Mr. Myers was partner in the law firm of Asbill, Junkin & Myers in Washington, D.C. He specialized in complex commercial litigation and cases concerning employment law, the Privacy Act, health law, and First Amendment issues.

He holds a B.A. from Tufts University and a J.D. from the University of Michigan Law School, where he was awarded the Order of the Coif and served on the staff of the *Journal of Law Reform*.

Mr. Myers and his wife, Louise, reside in Washington, D.C. They have two grown children.