



The Maryland State Medical Society

News: For Immediate Release

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MEDCHI TO JOIN HEALTHY BEVERAGE CAMPAIGN

BALTIMORE, October 21, 2013 – MedChi, The Maryland State Medical Society, in conjunction with various public health organizations, will be holding a press conference on Tuesday, October 22, in an effort to launch a healthy beverage advertising campaign throughout Maryland. The event will be held at the MedChi building, 1211 Cathedral Street, Baltimore, 21202, at 10:00 a.m.

The direct aim of this event will be the heavy promotion of sugary drinks, a leading contributor to America's obesity epidemic. The event will include the premiere of commercials calling for a better way to help fight childhood obesity, diabetes and other diseases. It calls on the beverage industry to use its significant marketing budget and genius to market its healthier drink options, rather than its sugary beverages. The ads also promote use of BetterBeverageFinder.org as a tool for consumers to find healthier options. It will air on broadcast and cable TV and the internet during the months of October and November.

Melvin Stern, M.D. states "It has been a mission of MedChi to promote public health issues and MedChi is hopeful that this campaign will be a huge success."

About MedChi

MedChi, The Maryland State Medical Society, is a non-profit membership association of Maryland physicians. It is the largest physician organization in Maryland. The mission of MedChi is to serve as Maryland's foremost advocate and resource for physicians, their patients and the public health of Maryland. For more information, please visit www.medchi.org.