

COUNTY OF



ALLEGHENY

RICH FITZGERALD
COUNTY EXECUTIVE

Proclamation

WHEREAS, the University of Pittsburgh Graduate School of Public Health and the United Way of Allegheny County have chosen Mr. Michael Moss as the 2014 recipient of the Porter Prize; a presentation, panel discussion & reception will be held in his honor on Tuesday, April 8, 2014; and

WHEREAS, the Porter Prize is awarded in recognition of an individual's exceptional performance in health promotion and disease prevention and is named in honor of Milton and Adrienne Porter; Milton Porter, as CEO of the L.B. Foster Company, was among the first industrialists in the nation to view the workplace as a site for wellness programs; activities at his company resulted in smoking cessation, weight loss, and increased physical activity among employees; and

WHEREAS, Mr. Moss is the author of *Salt Sugar Fat: How the Food Giants Hooked Us*; he was awarded the Pulitzer Prize for explanatory reporting in 2010, and was a finalist for the prize in 2006 and 1999; and

WHEREAS, an investigative reporter at the New York Times, Mr. Moss reveals how companies use sugar, salt, and fat to addict us and how we can fight back; his research led him to learn how food scientists use cutting-edge technology to calculate the "bliss point" of sugary beverages and how marketing campaigns are designed to redirect concerns about the health risks of their products; and

WHEREAS, Mr. Moss' contributions to the promotion of health are unmatched; his book, a #1 New York Times bestseller, has changed the lives of many people and his work has been a model of truthfulness and wellbeing.

NOW, THEREFORE, BE IT RESOLVED that I, Allegheny County Executive Rich Fitzgerald, by virtue of the authority vested in me, do hereby congratulate Mr. Michael Moss on being the 2014 recipient of the Porter Prize.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the County of Allegheny to be affixed this 8th day of April, 2014.

Rich Fitzgerald

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