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PRESS RELEASE

Shellie Pfohl, President's Fitness Council ED, to Visit Goldsboro

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For Immediate Release

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Shellie Pfohl, Executive Director of President's Council on Fitness, Sports and Nutrition, Visits with Young Food Justice Leaders in Goldsboro

Shellie Pfohl, Executive Director of the President's Council on Fitness, Sports and Nutrition will pay a visit to Goldsboro on Thursday, Nov. 1st. She will spend time touring the community food systems work of SWARM, the CEFS-supported youth-led food justice group based in Goldsboro. The Wayne Food Initiative, led by community food systems leaders, is the parent organization of SWARM. SWARM, was recently invited to present at a Youth Empowerment topic dinner in New York. SWARMers Akira Bryant, Demarcus Williamson, Jessica Lewis and Zion Culley, along with two youth groups from Pittsburgh and Charlotte attended the event. Zion represented SWARM in a speech to a crowd of about 100 dignitaries from around the world, including Ms. Pfohl, about their work in their local communities and how they are representative of youth around the world who are taking on leadership and decision-making positions.

Ms. Pfohl was invited to Goldsboro by SWARMer Akira Bryant following the New York event and will be here to learn more about the innovative work around food justice and youth organizing. Additionally, she will be touring area community gardens as well as the Center for Environmental Farming Systems' 30 acre Small Farm Unit. Ms. Pfohl, "was appointed by President Barack Obama in February 2010 to serve as Executive Director of the President's Council on Fitness, Sports & Nutrition." To conclude the tour, Ms Pfohl will visit Dillard Academy Charter school, one of NC's

FoodCorps farm to school sites, to discuss with school staff and community members how their efforts address the root causes of diet-related diseases while supporting healthy living.

The President's Council on Fitness, Sports and Nutrition is co-chaired by three-time Olympic gymnast Dominique Dawes and Super Bowl champion Drew Brees. "The President's Council is up to 25 volunteer citizens appointed by the President who are charged with educating, engaging and empowering Americans of all ages, backgrounds and abilities to live a more active, healthy lifestyle. As Executive Director, Ms. Pfohl is responsible for developing the vision, strategy, and goals of the Council in consultation with its members, and directing the organization's daily operations. In addition, she leads the Council's efforts to support First Lady Michelle Obama's national *Let's Move!* Initiative aimed at solving the childhood obesity epidemic within a generation." (from www.fitness.gov).

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