Lisa Gable, Healthy Weight Commitment Foundation President, Named “Top Woman in PR” by PR News

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(Washington, D.C.) Lisa Gable, President of the Healthy Weight Commitment Foundation, has been named a Top Woman in PR for 2015 by PR News. She will receive her award at an awards luncheon in New York City on January 26th.

“I am honored to receive this award and proud to join the esteemed list of distinguished recipients who have earned this recognition in recent years,” said Ms. Gable. “The field of communications and public relations is home to some of the most talented executives in the world. They are skilled leaders who develop and implement innovative mass communications campaigns that cut through the clutter of today’s complex environment to help solve some of our most pressing issues – and they just happen to be women.”

PR News’ Top Women in PR award is given to the most influential women, the ones driving the agenda for the industry and in their organizations – women who have made bold advances in managing crises, developing brand messages, protecting and building brand reputations and creating content for digital platforms, for their own organizations or for clients.

Lisa Gable has served as President of the Healthy Weight Commitment Foundation (HWCF) since 2009. HWCF is a broad-based, CEO-led, not-for-profit organization created to help reduce obesity – especially childhood obesity – in the United States.

As HWCF president, Ms. Gable led an effort to address rising obesity rates via an unprecedented public-private partnership between members of the HWCF, the Robert Wood Johnson Foundation and the Partnership for a Healthier America (founded by First Lady Michelle Obama to help solve childhood obesity within a generation). As the result of a landmark, voluntary public-private agreement, food and beverage companies removed 6.4 trillion calories from their products over five years, eclipsing the stated goal of 1.5 by more than 400%.

As part of its mission to provide families with the tools and information they need to achieve a healthy diet and active lifestyle, the HWCF, under Ms. Gable’s leadership,
developed and deployed innovative and integrated public relations programs that reached millions of American families with healthy lifestyle content and messages.

Lisa Gable is a nationally-recognized expert in the development of public-private sector partnerships to address society’s most important challenges. She is active in numerous community and not-for-profit organizations, including serving as a National Trustee of the Boys & Girls Clubs of America. In August 2004, President George W. Bush appointed Lisa as U.S. Commissioner General to the 2005 World Exposition, Aichi, Japan. She held personal rank of Ambassador. She is a graduate of the University of Virginia with a Bachelor’s degree in International Relations and holds a Master’s degree from Georgetown University’s National Security Studies program.

“Obesity is a serious problem and everyone must do their part if we are going to solve it within a generation. The deployment of innovative and integrated public relations tools is essential to reaching the public with actionable advice they can use to make informed decisions. I am honored that PR News has recognized the importance of this issue and the innovative work being done in the private, public and not-for-profit sectors to address it,” concluded Gable.

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**About the Healthy Weight Commitment Foundation**

The Healthy Weight Commitment Foundation (HWCF), formed in 2009, is a CEO-led organization whose national, multiyear effort is designed to help reduce obesity—especially childhood obesity. In just five years, HWCF members have already removed 6.4 trillion calories from the marketplace, which represents a 78 calorie reduction per person, per day. It is a first-of-its-kind coalition that brings together more than 300 retailers, food and beverage manufacturers, restaurants, sporting goods and insurance companies, trade associations, nongovernmental organizations (NGOs), and professional sports organizations. HWCF promotes ways to help people achieve a healthy weight through energy balance—calories in and calories out. It focuses its efforts on two critical areas—families and schools—through its Together Counts™ campaign which is used by over 31.9 million students across the country.

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