



Peter Burgess <peterbnyc@gmail.com>

INVITE 10/22: Soda Politics

1 message

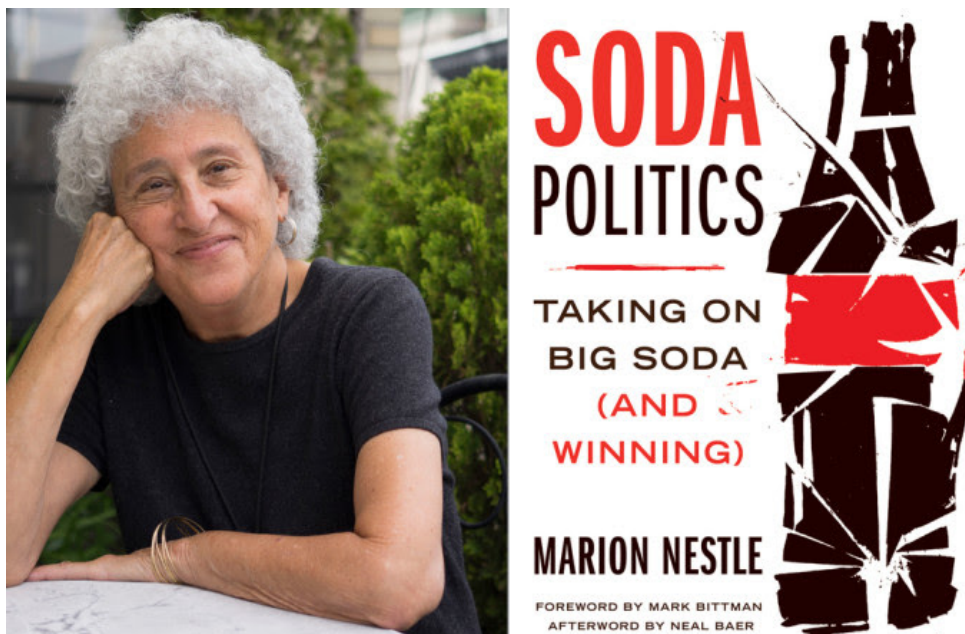
New America NYC <Bugg@newamerica.org>

Tue, Oct 20, 2015 at 11:08 AM

Reply-To: Bugg@newamerica.org

To: Peter Burgess <peterbnyc@gmail.com>

The graphic is a vertical rectangle with a light gray border. At the top, there is an orange header bar. On the left side of this bar is a circular icon with a grid pattern. In the center of the bar, the text "NEW AMERICA NYC" is written in white, uppercase letters. On the right side of the bar are three circular icons: Facebook, Twitter, and a menu icon. Below the header bar is a large orange rectangular area containing the event title "SODA POLITICS: TAKING ON BIG SODA (AND WINNING)" in white, uppercase letters. Below the title, the text "AN OPEN MARKETS EVENT" is written in a smaller, white, uppercase font. Below this orange area is a white rectangular area. On the left side of this white area, the event details are listed: "Thursday, October 22, 2015", "6:30 pm - 8:15 pm", "Civic Hall", "156 Fifth Avenue, Second Floor", and "New York, NY 10010". On the right side of this white area is an orange rectangular box with the text "RSVP TODAY" in white, uppercase letters.



The question of whether to regulate soda consumption has become a major political issue. Rising rates of obesity and diabetes, as well as the omnipresence of soda marketing and advertisements, have raised the powerful profiles of soda corporations and soda's impact on our national health. From the fight over New York City Mayor Michael Bloomberg's unsuccessful 2013 attempt to restrict soda sizes to Berkeley, California's first-on-its-kind 2015 soda tax, soda regulation is currently one of the biggest and hotly debated issues in public health and food policy.

Marion Nestle's latest book, *Soda Politics: Taking on Big Soda (And Winning)*, provides a history of how soda seemed to take over: How did soda become a part of so many Americans' diets? How did products containing such inexpensive ingredients turn into multibillion dollar industries and brand icons? Is there a way to push big business to adopt better social responsibility standards?

Join New America's [Open Markets Program](#) for a conversation with Marion Nestle and Leah Douglas on the challenges of taking on big soda – and all big food industry – and reclaiming the principles of public health and responsible markets in the U.S. and across the world.

Copies of Marion Nestle's *Soda Politics: Taking on Big Soda (and Winning)* will be available for purchase. Follow the discussion online using #BigSoda and by following [@NewAmericaNYC](#).

PARTICIPANTS

Marion Nestle [@marionnestle](#)

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