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## Truth Initiative names Elizabeth Kenny Chief Marketing and Strategy Officer

**WASHINGTON, D.C. (August 11, 2022)** – [Truth Initiative](#), the national public health organization behind the highly effective [truth](#)<sup>®</sup> brand including its award winning youth smoking, vaping and nicotine prevention public education campaign, today announced that Elizabeth Kenny has been named Chief Marketing and Strategy Officer.

In this role, Kenny will lead the **truth** campaign and the brand’s holistic suite of products and services designed to protect and empower youth and young adults to live tobacco free. These include This is Quitting from **truth**, an anonymous text message quit vaping program helping nearly 500,000 young people end their nicotine addiction, and **truth**’s digital, peer-to-peer curriculum, Vaping: Know the truth, in thousands of high schools nationwide.

Kenny is a highly experienced marketing and strategy executive with a proven record of driving impact for leading brands across the retail, beauty and personal care industries. She joins Truth Initiative from Henkel, a 20-billion-dollar global company, where she led the strategic marketing unit for Consumer Beauty Care in North America. She oversaw a portfolio of personal care brands including göt2b, a Gen Z-focused brand with leading edge marketing and engagement campaigns across social, digital, and emerging virtual platforms.

Kenny has also served in marketing leadership roles at Zotos, where as Vice President of Marketing and Creative she led the team to transform the business with new brick-and-mortar and direct-to-consumer brand launches, 360-degree campaigns, and margin optimization projects; Revlon, where as Senior Vice President of Marketing she led product innovation for Revlon and Almay cosmetics; Procter & Gamble’s Clairol Division, where she spent over 10 years leading marketing strategy, new product development, and advertising, and at Unilever, where she began her brand management career.

“Elizabeth is a strong leader and blue-chip trained marketer who embodies the values of curiosity, courage, collaboration and creativity that are at the core of our organization,” said Robin Koval, CEO and President of Truth Initiative. “I am confident she will hit the ground running and contribute inspiring thinking to advance our work to achieve a culture where young people reject smoking, vaping and nicotine.”



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In making the announcement, Koval added, “We’ve reached a critical point of momentum in our work to make tobacco use and nicotine addiction a thing of the past. Our latest research shows that the **truth** campaign is working to prevent youth e-cigarette use and slow its progression, while This is Quitting is helping to drive quitting. We are excited to bring Elizabeth into the fold and leverage her dedication, passion and expertise as we work to accelerate our progress to end the youth e-cigarette epidemic and achieve our lifesaving mission.

**About Truth Initiative®**

Truth Initiative is a national public health organization dedicated to achieving a culture where all young people reject smoking, vaping and nicotine and a future where tobacco and nicotine addiction are a thing of the past. In 2020, we celebrated 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to under 3% in 2021. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**® public education campaign. As youth e-cigarette use threatens to put a new generation at risk for nicotine addiction, we are leading the fight against tobacco and nicotine addiction in all forms. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco, and innovation in tobacco dependence treatment are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit [truthinitiative.org](https://truthinitiative.org).

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