



The Advertising Association

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NEWS RELEASE

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SUZANNE EDMOND PROMOTED TO PUBLIC AFFAIRS MANAGER AT THE ADVERTISING ASSOCIATION

Suzanne Edmond has been promoted to Public Affairs Manager at the Advertising Association (AA). Edmond joined the AA from the Cabinet Office to work within the Association's Food Advertising Unit (FAU) as Public Affairs Executive in early 2005. As Public Affairs Manager Edmond will continue to report to Jeremy Preston as Director of the FAU.

Andrew Brown, Director-General of the AA, said:

I am delighted to announce this promotion recognising as it does what Suzanne has achieved both in her first year at the AA and over the busiest twelve months the FAU has yet had.

Jeremy Preston, Director of the FAU, added:

Suzanne has brought a lot of energy and commitment to the important issue of food advertising to children and her promotion to Public Affairs Manager is well deserved.

Commenting on her promotion, Edmond stated:

The last twelve months have been extremely challenging but incredibly rewarding. I am looking forward to continuing my work on the food advertising front as that debate reaches a crucial point - the FAU's objective is the achievement of a proportionate outcome for our members from Government.

The FAU, which represents food advertisers, agencies and broadcasters, is currently deliberating over Ofcom's consultation on restricting the content and volume of food advertising to children.

For further information, contact Jim Rothwell on:

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Notes to editors

1. The Advertising Association (AA) is a federation of 31 trade bodies and organisations representing the advertising and promotional marketing industries, including advertisers, agencies, the media and support services in the UK. It is the only body that speaks for all sides of an industry worth almost £19 billion in 2005. Further information about the AA, its membership and remit is available at our website at: <http://www.adassoc.org.uk/>
2. The Food Advertising Unit (FAU), which operates under the auspices of the UK Advertising Association, is a centre for information, communication and research in the area of food advertising, particularly television advertising, to children. FAU membership represents multi-national food companies, advertising agencies and the broadcast media. Further details about the FAU can be found at: <http://www.fau.org.uk/>
3. A picture of Suzanne Edmond in a variety of downloadable formats, together with a biography, can be found at the following location:
http://www.adassoc.org.uk/html/photos_biogs_of_aa_staff.html