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## **FARE WELCOMES APPOINTMENT OF NEW CEO**

**14 February 2020:** The Foundation for Alcohol Research and Education (FARE) Board has today announced the appointment of Ms Caterina Giorgi as Chief Executive Officer.

Foundation Chair Andrew Fairley AM says Ms Giorgi brings to the role a wealth of sector experience and is a well-respected leader in the not-for-profit and public health advocacy space.

“We are delighted to welcome Caterina. Throughout her career, Caterina has focused on reducing inequity and improving health and social outcomes through strategic advocacy,” Mr Fairley said.

“FARE has a strong vision to stop the harm from alcohol. This vision is more important than ever as we enter our 20<sup>th</sup> year and continue to see the alcohol industry go largely unchecked in their overt marketing to children, and through their pursuit of establishing liquor barns in vulnerable communities,” he said.

Most recently Ms Giorgi founded and led *For Purpose* which works with not-for-profit and purpose-driven organisations to create change.

Ms Giorgi – who returns to FARE having previously served as the Foundation’s Director of Policy and Research, playing an instrumental role in the organisation’s successful advocacy efforts – is looking forward to further building FARE’s legacy.

Ms Giorgi’s appointment comes at a time when FARE will commence a three-year campaign to provide clear messages on the need to avoid the use of alcoholic products during pregnancy.

“I’m honoured to be joining the FARE team to continue the organisation’s strong advocacy to prevent alcohol-fuelled harm from birth and throughout people’s lives,” Ms Giorgi said.

“We all want our communities to be safe and healthy places to live and raise children. Unfortunately, alcoholic products fuel far too much violence, disease and death. I look forward to working with people around the country to ensure the alcohol industry’s profits are never prioritised over the health, safety and wellbeing of our community,” she said.

Ms Giorgi will commence her appointment on 19 March 2020.

**Photo caption:** Board Chair Andrew Fairley AM welcomes new FARE CEO Caterina Giorgi

**Ms Giorgi is available for interview.** Contact Clare Ross 02 6122 8616 or 0429 291120

The Foundation for Alcohol Research and Education (FARE) is an independent, not-for-profit organisation working to stop the harm caused by alcohol. Alcohol harm in Australia is significant. Nearly 6,000 lives are lost every year and more than 144,000 people are hospitalised making alcohol one of our nation’s greatest preventive health challenges.