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**New TV Ad Attacks Trump, GOP Moves to Gut System of Health Safeguards**

*NRDC, partner groups spotlight disingenuous 'reform' effort, spending proposals that will harm Americans*

WASHINGTON (July 11, 2017) – A coalition of environmental and consumer protection groups today launched a week-long 6-figure television ad, warning of serious threats to public health, safety and welfare if a campaign to erode protections by the Trump administration, GOP leaders and industry lobbyists succeeds.

The ad illustrates key moments during a day in the life of a typical American family—from waking up to going to school and work, to playing sports and eating meals—at which the government protects Americans from harm. It takes aim at a number of recent measures—from EPA, FDA and other agency budget to corporate-rigged regulatory bills and executive orders to eliminate regulations—that would weaken enforcement or strip away health, food safety and other core safeguards.

“Donald Trump and the Republicans in Congress are working with corporate lobbyists and special interests who want to undo safeguards and their enforcement,” says the narrator in the TV ad, running on cable and broadcast outlets inside the beltway. “We can’t let Trump and the Republicans put corporate profits ahead of our health and safety...”

The Natural Resources Defense Council teamed up with Public Citizen, the Asbestos Disease Awareness Organization, the Center for Foodborne Illness, STOP Foodborne Illness to place the issue advocacy ad, entitled “Big Day.” It illustrates key moments in the daily life of a family—from waking up to going to school and the workplace, to playing sports and eating meals—where the government protects Americans from harm.

“Americans expect their air and water to be clean, and their food to be safe,” said **Scott Slesinger, Legislative Director at the Natural Resources Defense Council**. “Our aim is to expose bills moving through Congress that put corporate bad actors—including polluters—ahead of people. We think constituents should know which members support these bills that gut protections and enforcement at the public’s expense.”

“The corporate backers of Trump and GOP lawmakers are trying to dismantle our health, safety and environmental protections – safeguards that Americans rely on to protect them from predatory corporations, and which Americans support by overwhelming majorities,” said **Robert Weissman, president of Public Citizen**. “The choice for members of Congress is as simple as whether they side with superrich donors or their constituents.”

“Exposure to asbestos in homes, schools and the workplace still poses a threat of serious illness—or even death—in this country,” said **Linda Reinstein, President/CEO and co-founder of the Asbestos Disease Awareness Organization**. “But Congress is considering regulatory measures that would stack the deck in favor of corporate interests, and against those we’re trying to protect. We want people to know how hard it could become to keep them safe from asbestos if those measures succeed.”

“Tens of millions of Americans suffer from foodborne disease each year,” said **Patricia Buck, executive director of the Center for Foodborne Illness Research and Prevention**. “We should be fashioning cutting edge safeguards to provide even greater protection. Instead, some lawmakers are trying to erode current protections and make it harder to issue food safety rules in the future.”

“Without robust enforcement budgets and strong safeguards, our country can’t properly protect us from salmonella, listeria and a host of other food safety dangers,” said **Deirdre Schlunegger, the Chief Executive Officer of STOP Foodborne Illness**. “Yet it is basic for Americans to expect that the food we eat each day will not poison or kill us.”