



## Bobby Shriver

President  
(PRODUCT) RED

Robert Sargent Shriver III (born April 28, 1954) is an American activist, attorney, and journalist. He was a member of the Santa Monica City Council from 2004 to 2012, serving as mayor pro tem in 2006 and as mayor during part of 2010. A member of the Kennedy family, he is a nephew of former U.S. President John F. Kennedy and former Senators Robert F. "Bobby" Kennedy and Edward M. "Ted" Kennedy.

After graduating from law school, Shriver clerked for a year for Judge Stephen R. Reinhardt at the U.S. Court of Appeals for the Ninth Circuit, which is headquartered in San Francisco, California. He then moved to New York City to work in a venture capital business at James D. Wolfensohn, Inc.

Shriver is an attorney. He is also president of RSS Inc., a Beverly Hills, California music, film and philanthropic company. In 1987, he produced a prime-time television feature about the Special Olympics, an organization for disabled young people and founded by his mother in 1968. He has also produced several films, including True Lies (1994), which starred Arnold Schwarzenegger – whose ex-wife is Shriver's sister, Maria Shriver.

In 2002, Shriver was a co-founder – with U2 lead singer Bono – of DATA (Debt, AIDS, Trade in Africa), a multinational, non-government organization whose purpose is to obtain social equality and justice for Africa through debt relief; adjust trade rules which burden Africa; eliminate the African AIDS epidemic; and strengthen democracy with more accountability by the wealthiest nations and African leaders with transparency towards the people. In 2006, he and Bono also co-founded (RED) to bring the world's biggest companies into the fight against AIDS and generate money for The Global Fund to Fight AIDS, Tuberculosis and Malaria. To date, (RED) has generated over \$700M and impacted over 245 million lives.

Bobby attended Yale University in New Haven, Connecticut, where he was a member of the Scroll and Key Society. He graduated with a B.A. in American studies with cum laude honors. He graduated from Yale Law School with a J.D. in 1981.