

HIGHLIGHTS

IN THE NEWS

Buy five oligo microarrays...
...get one James Watson bobblehead doll free! As part of a promotion for the newly printed Cold Spring Harbor Laboratory (CSHL) human and mouse oligo microarrays, Nobel Laureate and President of CSHL James Watson has allowed himself to be immortalized as a bobblehead doll.

Rachel von Roeschlaub, Vice-President of the educational model company SciVon Enterprises and CSHL's Genomics Shared Resource Manager, "awoke one summer morning with the idea of a Watson bobblehead — complete with a doll-sized rendition of the double helix..." (Newsday.com).

Watson did not approve of the initial prototype, which "...looked something like G.I. Joe holding a DNA model" (Newsday.com), but the second attempt was a lot more successful. "For so long he was in complete silence", said von Roeschlaub, "and [then] he said 'Hmm. It is cute. It looks intelligent and determined'." (The Scientist).

"Watson put his look-alike on a windowsill in his office, next to some of his awards..." (Newsday.com) and, according to von Roeschlaub, is "...having fun with it too" (The Scientist).

And for those of you who — like the editorial team here at *Nature Reviews Genetics* — would like a Watson bobblehead doll, but not the microarrays, the dolls can be ordered from the SciVon Enterprises web site (<http://www.scivon.com>). "Net proceeds ... will be used to support science education efforts" (The Scientist).

Natalie Wilson