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Lindau Nobel Laureate Meeting goes social

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Young scientists worldwide can interact with Nobel Laureates, thanks to a social media aggregation site which launches today at lindau.nature.com. The site goes live ahead of the 60th annual Lindau Nobel Laureate Meeting, taking place from 27 June – 2 July 2010 on the shores of Lake Constance.

The Foundation Lindau Nobelprizewinners Meetings, Mars, Incorporated, and Nature Publishing Group (NPG) are collaborating to make the 2010 meeting the most interactive ever. Blogs, Facebook, Twitter, Flickr, YouTube and interactive websites from NPG are mobilised to enable young researchers throughout the world to participate in the meeting. Videos of conversations between Nobel Laureates and young researchers and a special *Nature Outlook* will be freely available to all, thanks to support from sponsors including Mars, Incorporated.

This year's interdisciplinary meeting gathers an unprecedented number of Nobel laureates, as 61 Nobel Laureates in physiology, medicine, physics and chemistry will meet with over 600 young researchers from all continents. Panel discussions, lectures, seminars and social events facilitate interaction between Nobel Laureates and the scientific and academic elite of the future.

The run-up to the meeting begins with a Q&A forum on lindau.nature.com, launched today, where users can suggest and vote for questions they would like to be put to the Nobel Laureates attending the Lindau Meeting. A forum on Nature Network (http://bit.ly/912lw2) connects this year's attendees with past attendees. Flickr competitions are up and running, and young researchers will post photos and video throughout the meeting. Twitter, Facebook and YouTube streams will also be fed into the site.

An international team of bloggers will report from the meeting. The blog roll is hosted by SciLogs (scilogs.de), the leading European science blogging service. SciLogs is part of *Spektrum der Wissenschaft*, the NPG company that publishes the German edition of *Scientific American*.

"The Lindau Nobel Laureate Meeting is delighted to expand its collaboration with Nature Publishing Group this year. Broadening the dialogue between young scientists and the Nobel Laureates attending the Lindau Meetings further develops the 'Mission Education' of the Lindau Meetings," comments Professor Wolfgang Schuerer, Chairman of the Foundation Lindau Nobelprizewinners Meetings at Lake Constance and Vice-President of the Council for Lindau Nobel Laureate Meetings.

"We at Nature Publishing Group are thrilled to be expanding our coverage of the Lindau Meetings this year. New initiatives in social media and the blogosphere as well as in the print journal *Nature* build on the success of the Nature Video Lindau films first produced in 2008," said Dr David Swinbanks, Publishing Director, Nature Publishing Group.

NPG and the Foundation Lindau Nobelprizewinners Meetings at Lake Constance will collaborate for the third year to produce films featuring one-on-one or small group discussions between individual Nobel Laureates and young scientists. Produced by *Nature Video*, the videos will be made freely available on nature.com, one of the world's most popular scientific websites, and on YouTube.

"The Lindau Meetings provide a unique opportunity to be part of a genuine interaction between the world's brightest scientific minds of today and the future," said Pamela Mars. "Collaboration between the best scientists from academia, government and industry is key to enabling us to address the important opportunities and challenges associated with the sustainability of the Mars business. We are therefore very pleased to support Lindau and Nature Publishing Group in their efforts to fulfill the Lindau mission of education, inspiration and connection, not only for those attending the meeting, but also for scientists around the world."

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About the Lindau Meetings:

The Meetings of Nobel Laureates in Lindau are organized by the Council for the Lindau Nobel Laureate Meetings and the Foundation Lindau Nobelprizewinners Meetings at Lake Constance for the scientific disciplines of physics, chemistry and medicine or physiology. Meetings of the Laureates of The Bank of Sweden Prize in Economic Sciences in Memory of Alfred Nobel have been held since 2004, permanently adding a fourth discipline to the list. Interdisciplinary meetings are held every five years as well. The next of these interdisciplinary meetings is the 60th Meeting, in 2010. This year, 61 Nobel Laureates meet in Lindau with 679 highly gifted young researchers at the 60th Meeting of Nobel Laureates. The meetings offer young researchers in the sciences an opportunity to delve in greater detail into topics relevant to their research fields in direct encounters with the authorities in their disciplines. In this way, the Meetings of Nobel Laureates contribute to the establishment of international networks of scientists.

About Mars, Incorporated:

Mars, Incorporated is a private, family-owned company founded in 1911 and employing more than 65,000 associates at over 370 sites, including 135 factories, in 68 countries worldwide. Headquartered in McLean, Virginia, U.S.A., Mars, Incorporated is one

of the world's largest food companies, generating global sales of more than $28 billion annually and operating in six business segments: Chocolate, Petcare, Wrigley Gum and Confections, Food, Drinks, and Symbioscience.

Mars entered into its engagement with the Lindau organization in 2007. In 2008, Pamela Mars was appointed to the Honorary Senate of the Lindau Foundation of Nobel prizewinners.

About Nature Publishing Group (NPG):

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

Focusing on the needs of scientists, *Nature* (founded in 1869) is the leading weekly, international scientific journal. In addition, for this audience, NPG publishes a range of *Nature* research journals and *Nature Reviews* journals, plus a range of prestigious academic journals including society-owned publications. Online, nature.com provides over 5 million visitors per month with access to NPG publications and online databases and services, including *Nature News* and *NatureJobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of NPG's newly-formed consumer media division, meeting the needs of the general public. Founded in 1845, *Scientific American* is the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. Together with scientificamerican.com and 16 local language editions around the world it reaches over 3 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

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