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Lindau Nobel Laureate Meeting launches online community

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'Lindau Nobel Community - the interactive home of the Lindau Meetings' launches today at lindau.nature.com. The site goes live ahead of the 61st annual Lindau Nobel Laureate Meeting, taking place from 26 June – 1 July 2011 on the shores of Lake Constance. This year, blogs in Spanish and Chinese will add to the English and German content on the site.

As in previous years, 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 Nature Publishing Group (NPG) company that publishes the German edition of *Scientific American*. Yvonne Buchholz, publisher and editor of Spanish publication *MinMente y Cerebro (Mind and Brain)*, will be blogging in Spanish. Yvonne's regular blog 'Pistas mentales' is hosted on scilogs. Felix Cheung, Editor of *Nature China*, will be blogging in Chinese. Felix and Yvonne join a community of bloggers who will be reporting from the meeting in English and German.

The Foundation Lindau Nobelprizewinners Meetings and NPG are once again collaborating to make the Lindau meeting as interactive as possible. Blogs, Facebook, Twitter, Flickr, YouTube and interactive websites from NPG are mobilized 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. Mars, Incorporated is also supporting the translation of the videos into Chinese.

This year's meeting is dedicated to Physiology and Medicine and brings together 25 Nobel Laureates and 570 young researchers from 80 countries. Panel discussions, lectures, seminars and social events facilitate interaction between Nobel Laureates and the scientific and academic elite of the future.

"The Lindau Nobel Laureate Meetings are not only a window to the world, but for one week in summer mirror the global map of science. Therefore, we are delighted that the social media coverage will include Spanish and Chinese content for the first time, " 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.

NPG and the Foundation Lindau Nobelprizewinners Meetings at Lake Constance will collaborate for the fourth 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 offer a unique opportunity for open dialogue between the world's brightest scientific minds," said Harold Schmitz, Chief Science Officer of Mars, Incorporated. “Cross-sector collaboration has long been a key tenet of our approach to science and we see such interaction as essential in driving innovation for the benefit of the global community. Mars is therefore very pleased to once again support Lindau and NPG in their efforts to fulfil the Lindau mission of education, inspiration and connection – not only for those attending the meeting, but also for scientists around the world."

-ENDS-

Useful links:

From Nature Video:
• **2008 meeting (physics): www.nature.com/video/lindau**
Featuring: George Smoot, William Phillips, John Hall, David Gross and Gerardus 't Hooft
• **2009 meeting (chemistry): www.nature.com/video/lindau2009**
Featuring: Aaron Ciechanover, Sir Harry Kroto, Peter Agre, Roger Tsien, Richard Ernst, Richard Schrock
• **2010 meeting (interdisciplinary): www.nature.com/video/lindau2010**
Featuring: Françoise Barré-Sinoussi, Tim Hunt, Hamilton Smith, Jack Szostak

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 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:

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company. In the 1920s, Forrest E. Mars, Sr. joined his father in business and together they launched the MILKY WAY® bar. In 1932, Forrest, Sr. moved to the United Kingdom with a dream of building a business based on the philosophy of a "mutuality of benefits" for all stakeholders – this vision serves as the foundation of the Mars, Incorporated we are today. Based in McLean, Virginia, Mars has net sales of more than $30 billion and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 Associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance.

Mars entered into its engagement with the Lindau organization in 2007. In 2008, Pamela Mars, member of the Mars, Incorporated board of directors, was appointed to the honorary senate of the Lindau Foundation in recognition of the company's history of scientific achievement. Last year Mars also hosted an interdisciplinary panel discussion at the Lindau meeting focusing on how science can serve society.

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.

NPG Nature Asia-Pacific is the Asia-Pacific wing of NPG, set up to serve the growing needs of the scientific and medical communities in the region, and has offices in Tokyo, Hong Kong, Seoul, Delhi and Melbourne. For more information, please visit www.natureasia.com.

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