Interactive site opens Lindau Nobel Laureate Meeting to all

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The 62nd annual Lindau Nobel Laureate Meeting will commence on Sunday 1 July, ending on Friday 6 July 2012, on an island off the shores of Lake Constance. This year's meeting is dedicated to Physics and brings together 27 Nobel Laureates and 592 young researchers from 69 countries. The **http://lindau.nature.com** website, bringing together blogs, tweets, photos and videos, opens a window to the meeting for science lovers worldwide of all ages.

The format of the meeting consists of plenary lectures every morning by the laureates, which will be live tweeted by a team of official bloggers. The afternoons feature behind-closed-doors mentoring sessions between the Laureates and the young scientists.

The Lindau Nobel Laureate Meetings are very pleased to continue their successful collaboration with Nature Publishing Group," says Professor Wolfgang Schürer, Chairman of the Foundation Lindau Nobelprizewinners Meetings at Lake Constance and Vice-President of the Council for the Lindau Nobel Laureate Meetings. "The Lindau Meetings are a unique forum for the dialogue between scientists of different generations. During this one week, young researchers from all over the world have the opportunity to establish valuable networks and discuss current and future developments with the authorities in their discipline."

"Nature Publishing Group is delighted to be working with the Lindau Nobel Laureate Foundation again this year to bring this unique meeting to a global audience through the Lindau Nobel Community site, videos and editorial features," said David Swinbanks, Managing Director of Science and Medical Communications, Nature Publishing Group (NPG).

The Lindau Nobel Community **site** serves as the event's interactive home, featuring all online Lindau coverage. The site includes the official Lindau blogs in English, German, Spanish and Chinese. Bloggers include NPG staff, and bloggers from the Scilogs.de and *Scientific American* blogging networks. The site aggregates tweets and external coverage and displays Instagram photos tagged with the #lnlm12 hashtag.

As part of their Lindau coverage, *Scientific American* is running a series of interviews with some of the young scientists called "30 under 30" available at **www.scientificamerican.com/section.cfm?id=30-under-30**. A *Nature* Outlook supplement, published on 11 October, will include Q&As with Nobel laureates as well as editorial pieces.

Nature Publishing Group (NPG) and the Foundation Lindau Nobelprizewinners Meetings at Lake Constance will collaborate for the fifth year to produce films featuring Nobel Laureates and young scientists debating important issues in physics. The films and the *Nature* Outlook are produced with support from Mars, Incorporated. Produced by Nature Video, the films will be made freely available on nature.com, one of the world's most popular scientific websites, and on YouTube at **www.youtube.com/NatureVideoChannel** later in 2012.

-ENDS-

About the Lindau Meetings:

The Lindau Nobel Laureate Meetings have been bringing together the most esteemed scientists of their times with outstanding young scientists from all over the world annually since 1951 – to learn from each other, to exchange knowledge, ideas, and experience, to share the enthusiasm for science, and to make valuable new contacts. The meetings focus alternately on medicine and physiology, physics, chemistry, and economic sciences. They are organised by the Council for the Lindau Nobel Laureate Meetings and the Foundation Lindau Nobelprizewinners Meetings at Lake Constance. More than 260 Nobel Laureates are Members of the Founders Assembly.

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 6 million visitors per month with access to NPG publications and online databases and services, including news and comment from *Nature*, *Naturejobs* plus access to *Nature Network* and Nature Education's Scitable.com.

Scientific American is at the heart of NPG's 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 14 local language editions around the world it reaches over 5 million consumers and scientists. Other titles include *Scientific American Mind* and *Spektrum der Wissenschaft* in Germany.

Throughout all its businesses NPG is dedicated to serving the scientific and medical communities and the wider scientifically interested general public. Part of Macmillan Publishers Limited, NPG is a global company with principal offices in London, New York and Tokyo, and offices in cities worldwide including Boston, San Francisco, Washington DC, Buenos Aires, Mexico City, Sao Paulo, Cairo, Dubai, Delhi, Mumbai, Hong Kong, Shanghai, Melbourne, Osaka, Seoul, Barcelona, Madrid, Basingstoke, Heidelberg, Munich and Paris. For more information, please go to **www.nature.com**.

About Mars, Incorporated:

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' 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 Mars, Incorporated today. Based in McLean, Virginia, Mars has net sales of more than $30 billion, six business segments including Petcare, Chocolate, Wrigley, Food, Drinks, Symbioscience, and approximately 70,000 Associates worldwide that are putting its Principles into action to make a difference for people and the planet through its performance.

Mars entered into its engagement with the Lindau organization in 2007. In 2008, Pamela Mars, member of the Mars board of directors, was appointed to the honorary senate of the Lindau Foundation in recognition of Mars' history of scientific achievement. Last year, Mars hosted a panel discussion at the Lindau meeting on 'Productive Partnerships' which featured the views of Laureate Elizabeth Blackburn and Frank Mars, President of Mars Symbioscience – the global health and life sciences segment of Mars.

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