

FOR IMMEDIATE
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**Genetic Alliance Funds Innovation in Newborn Screening through Challenge Awards
*Request for Proposals Released***

WASHINGTON – January 27, 2011 – Genetic Alliance invites proposals for the Newborn Screening Clearinghouse (NBSC) Challenge Awards. Genetic Alliance will distribute several Awards up to \$25,000 each for organizations to integrate the Clearinghouse into new or existing outreach, engagement, or educational efforts.

In 2009, Genetic Alliance received a five-year cooperative agreement from the Genetics Services Branch of the Maternal and Child Health Bureau, HRSA/HHS to develop the nation's first clearinghouse of newborn screening (NBS) educational information. The Clearinghouse (www.nbsclearinghouse.org) increases knowledge and understanding of NBS for expectant and new parents, health professionals, industry representatives, and the public. The Clearinghouse is currently undergoing a redesign as BabysFirstTest.org for a more streamlined and customizable website user experience.

The NBSC Challenge Awards are an opportunity to build a bridge between the Clearinghouse and the existing programs, resources, and expertise in the newborn screening community. "All stakeholders are integral to the development of the Clearinghouse as a website, tool, and an initiative," said Natasha Bonhomme, NBSC project director. "These awards will spur creativity and innovation, two qualities that have been part of the newborn screening community from the very beginning."

Genetic Alliance will fund proposals that detail innovative six-month solutions to challenges in the newborn screening system. The full Request for Proposals is available on the Clearinghouse website at www.nbsclearinghouse.org. Proposals will be accepted until March 11, 2011. Genetic Alliance will consider proposals submitted from nonprofit organizations, public research institutions, and private-sector companies. A question and answer webinar will be held on February 10, 2011, from noon to 1:00 p.m. EST. Register online at www.geneticalliance.org/webinars.

For more information about Genetic Alliance's newborn screening programs, visit www.geneticalliance.org/nbs.

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About Genetic Alliance

Genetic Alliance improves health through the authentic engagement of communities and individuals. In this, our 25th year, we celebrate innovation on our journey toward novel partnerships, connected consumers, and smart services. For more information about Genetic Alliance, visit <http://www.geneticalliance.org>.