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### **Genetic Alliance Celebrates the Art of Reporting**

**WASHINGTON, DC** – March 10, 2011 – As the Genetic Alliance 25<sup>th</sup> Anniversary Annual Conference: *25 Years of Innovation* approaches, Genetic Alliance celebrates innovation, as well as dedication and expertise, and honors John Seng, founder and president of Spectrum, with the Art of Reporting Award.

With more than 30 years of public relations experience, Seng leads one of the nation's top healthcare public relations firms, creating innovative campaigns for health and science organizations both large and small. "There is more to his innovation than marketing," said Sharon Terry, chief executive officer of Genetic Alliance. "John embodies the human dimension of the science and the cause."

What started as a one-time pro bono service for The Progeria Research Foundation (PRF) in 2003 developed into a multi-year partnership to raise awareness of Progeria around the world. Seng receives this year's Award in recognition of his work with PRF on the "Find the Other 150" campaign, which seeks to identify undiagnosed children around the world with the rare, rapid-aging disease, Progeria.

"Not a day goes by that PRF's Executive Director doesn't email or speak to someone on the Spectrum team. And while all of Spectrum's services to PRF are pro bono, PRF is treated like an A-list client," said Scott Berns, a member of the PRF board of directors. "It is generous people like John Seng that will get us to a cure for my son and the other children with Progeria."

The Awards Dinner takes place on June 25, 2011, during the Genetic Alliance Annual Conference: *25 Years of Innovation*. The conference is part of a [year-long 25th anniversary celebration](#) that also includes a Gala in September as well as salons, webinars, innovator videos, and more. In addition to the Art of Reporting Award, Genetic Alliance will honor Art of Advocacy, Art of Listening, and Art of Novel Partnership awardees. For more information and registration for the conference and the Awards Dinner, go to <http://www.geneticalliance.org/conference2011>.

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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>.*