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**FOR IMMEDIATE RELEASE**

**CISCRP LAUNCHES INAUGURAL 5K RUN & WALK EVENT TO  
RECOGNIZE ALL CLINICAL TRIAL VOLUNTEERS**

*Partnership with DIA to Honor People Who Give the Gift of Participation in Clinical Research*

**BOSTON, MA** – March 1, 2014 -- The Center for Information and Study on Clinical Research Participation (CISCRP), an independent non-profit, is excited to announce the launch of a new event -- Medical Heroes Appreciation 5K Run & Walk in San Diego -- to celebrate the volunteers who give the gift of participation in clinical research. The first annual Medical Heroes Appreciation 5K Run & Walk will coincide with the Drug Information Association (DIA) 2014 Annual Meeting. The event will take place on Monday, June 16, 2014 outside the San Diego Convention Center from 6:45-8:00am. Participants are encouraged to register early as space is limited. To register, visit [ciscrp.org/med-hero-5k](http://ciscrp.org/med-hero-5k).

“Medical Heroes are the millions of people who help advance public health and medical knowledge by taking part in clinical trials each year,” said CISCRP’s founder, Ken Getz. “This special event recognizes their gift, raises public awareness and appreciation, and hopefully will become an annual tradition.”

Running and walking enthusiasts and all supporters of CISCRP’s mission are invited to participate or attend the event to show their support. Proceeds from the event will support education and outreach programs to patients and families interested in learning more about the clinical research process.

“We are honored the inaugural offering of the Medical Heroes Appreciation 5K will be held during the 50<sup>th</sup> Anniversary of DIA’s Annual Meeting.” said Lori Risboskin, DIA’s Associate Director Event Planning & Exhibits. “DIA members understand the importance of clinical research volunteers and appreciate their participation in clinical trials. We’re delighted to help CISCRP launch this special event.”

Registrants will have the opportunity to check-in early on Sunday June 15, 2014 from 8am – 9am, 12pm – 1pm, and 3pm – 6pm to receive event materials and giveaways. Regular check-in the day of the event begins at 6am; and the 5K Run & Walk will begin at 6:45am. For more information about the event, to volunteer, register or become a sponsor, visit [ciscrp.org/med-hero-5k](http://ciscrp.org/med-hero-5k). Questions about event registration should go to Ellyn Getz (617) 725-2750, e-mail [medhero5k@ciscrp.org](mailto:medhero5k@ciscrp.org), or call toll free 1-877-MED-HERO.

### ***About CISCRP***

CISCRP is a 501(c)(3) non-profit organization dedicated to engaging the public and patients as partners in the clinical research process. CISCRP provides free education and outreach to the general public and patient communities. Visit [www.CISCRP.org](http://www.CISCRP.org) for more information or to support CISCRP.

### ***[About the DIA 2014 50<sup>th</sup> Annual Meeting](#)***

The DIA Annual Meeting is the premier event for professionals involved in the discovery, development and lifecycle management of pharmaceuticals, biotechnology, medical devices and related medical products. No other industry event rivals the depth and breadth of experience that this meeting delivers through 20 interest-area tracks, 260+ program offerings and 18 pre-conference tutorials. The presentations are geared to attendees of all disciplines and experience levels. Visit our website at [www.diahome.org](http://www.diahome.org) and follow DIA at: [LinkedIn](#), [Twitter](#), [YouTube](#), [Facebook](#), [Flickr](#), and [Pinterest](#).

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