



DIA 2014 Hosts Inaugural Medical Heroes Appreciation 5K

At 6:00 AM on Monday June 16, more than 300 research professionals, patients, and community members gathered in San Diego to honor clinical trial volunteers at the *Inaugural Medical Heroes Appreciation 5K Run & Walk*, an event developed and managed by The Center for Information & Study on Clinical Research Participation (CISCRP) in coordination with the *DIA 2014 50th Annual Meeting*. Participants included DIA meeting attendees from pharmaceutical and biotechnology companies, CROs, universities, investigative sites,

vendors, and health organizations. With generous support from a number of organizations including EMD Serono, WCG, Roche, Biogen Idec, Amicus Therapeutics, INC Research, ERT and PMG Research, the event exceeded its attendance and fundraising goals. All proceeds from the Medical Heroes 5K will provide education and outreach to patients and their families.

CISCRP is an independent non-profit dedicated to engaging the public and patients as partners in the clinical research process through a variety of educational and outreach programs. Recognizing and honoring study volunteers who give the gift

of their participation in clinical research is a critical educational theme promoted by CISCRP. "We are so grateful for the support of DIA to help make this event possible," expressed CISCRP's 5K Coordinator Elyn Getz. "The incredible response from all who participated really enforced the importance of our mission, and we can't wait for next year's 5K in DC!" To learn more about next year's Medical Heroes 5K at our *DIA 2015 51st Annual Meeting* in Washington, DC, please contact CISCRP at 617-725-2750 or ellyngetz@ciscrp.org. ●