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**EMD SERONO INC. SPONSORS CISCRP'S INAUGURAL 5K RUN & WALK EVENT TO RECOGNIZE
ALL CLINICAL TRIAL VOLUNTEERS**

EMD Serono Inc. has partnered with The Center for Information and Study on Clinical Research Participation (CISCRP) as a leading sponsor for the Inaugural Medical Heroes Appreciation 5K Run & Walk to show appreciation for all clinical trial volunteers. The event will coincide with the Drug Information Association (DIA) 2014 Annual Meeting by taking place in San Diego on Monday, June 16, 2014 outside of the San Diego Convention Center from 6:45-8:00AM.

With a focus on science, health, and education, EMD Serono, Inc. has strategically partnered with CISCRP in order to raise public awareness and appreciation for clinical trial participants, also known as Medical Heroes.

EMD Serono, Inc., a subsidiary of Merck KGaA Darmstadt, Germany, is dedicated to developing medicines that bring value to patients living with serious diseases. Throughout the process, the organization pursues clinical studies involving patients around the world. One of the most important team players in drug development are the Medical Heroes who volunteer to take part in clinical trials each year.

The 5K event will recognize the gift of the millions of volunteers who participate in clinical trials to help advance the development of life changing therapies. Proceeds from the event will support education and outreach programs to patients and members of the public interested in learning more about the clinical research process.

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. Questions about event registration should go to Ellyn Getz (617) 725-2750, e-mail 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 for more information or to support CISCRP.

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