



FOR IMMEDIATE RELEASE

**DECODING IMMORTALITY
SCREENING AT MICHIGAN STATE UNIVERSITY ON
WEDNESDAY, APRIL 13 AT 6:30 PM AS PART OF
SMITHSONIAN CHANNEL'S WOMEN IN SCIENCE**

Smithsonian Channel and the Michigan Women's Historical Center & Hall of Fame shed light on the groundbreaking work being performed by remarkable female minds from around the globe.

Lansing, MI – April 6, 2011 – Smithsonian Channel, Smithsonian Magazine and Bayer present a special screening of the critically acclaimed documentary, **DECODING IMMORTALITY** at Michigan State University in Holmes Hall, Room C106, on Wednesday, April 13 at 6:30 pm. This event is co-sponsored by the Michigan Women's Historical Center & Hall of Fame, ADAPP-ADVANCE, Lyman Briggs Women in Science, and the Michigan State University Women's Resource Center.

Beyond any face cream, cosmetic surgery or antioxidant pill, an extraordinary secret of renewal lies in the discovery by the 2009 Nobel Prize winner for medicine, University of California, San Francisco, scientist Elizabeth Blackburn. Dr. Blackburn discovered that as our cells divide and grow, a telomere – a small DNA cap at the end of each chromosome – protects our precious DNA from damage. She showed that an enzyme called telomerase repairs the telomeres and "keeps DNA young." Her breakthroughs have revolutionized our understanding of the aging process. Several new telomerase-based drugs have entered Phase II and III clinical trials, and there is a very real race for the ultimate anti-aging pill. Dr. Blackburn is the current President of the American Association for Cancer Research, and has also been honored with the Gruber Prize and the Lasker Prize, two of the top international awards in medical research.

DECODING IMMORTALITY is screening at Michigan State University in Holmes Hall, Room C106 on Wednesday, April 13 at 6:30 pm. For more information, contact 517-484-1880 x202 or efijol@michiganwomen.org or visit www.michiganwomenshalloffame.org and www.smithsonianchannel.com.

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ABOUT SMITHSONIAN NETWORKS

Smithsonian Networks (SNI/SI Networks L.L.C.) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution, formed to create channels featuring programs largely inspired by the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features award-winning original documentaries, series, and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home in high definition and Dolby Digital 5.1 and is currently available to customers of DirecTV, Time Warner Cable, Comcast, Charter Communications, Cablevision, Verizon, AT&T, and more. Learn more at www.smithsonianchannel.com.

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