

**FOR IMMEDIATE RELEASE:**

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**Akron Biotech CEO to Launch Children's Book at Frost Science's Future of Medicine Day**

*Dr. Claudia Zylberberg hopes to empower youths with knowledge about the science of genes and cells in "You're Full of Genes"*

[MIAMI, FL]: Scientist, business leader and innovator, Dr. Claudia Zylberberg, CEO of [Akron Biotech](#) in Boca Raton, will launch an updated version of her children's book, [You're Full of Genes](#), during the [Future of Medicine Day](#) at the Philip and Patricia Frost Museum of Science on January 20, 2020, from 11 am-4pm ET.

The book takes children on a journey as they participate in games and activities that help them learn about how cells, enzymes and the genetic code work to form their identities. Three characters, including a gene named T-TAG, help tell this story and answer the question of how trillions of cells, each containing trillions of genes, craft what makes each person unique.

"This project began as a labor of love, but as the cell and gene therapy industry propels forward at an unprecedented rate, I've found it is necessary to help educate the public, beginning with our youth. It's important that patients understand these advanced medical technologies," Zylberberg said.

Originally launched in 2001, *You're Full of Genes* renews Dr. Zylberberg's call for an educated public. Sales proceeds will support three foundations working on scientific advancements and education in the field: the CCRM Foundation, the ARM Foundation for Cell & Gene Medicine and Duke University's Center for Autism and Brain Development.

"Cell and gene-based medicines are transforming medicine and changing lives. However, these therapies will achieve their vast potential only when the public, patients and caregivers understand and feel comfortable with how they work in the body," said Stewart Parker, board chairperson for the ARM Foundation. "Dr. Zylberberg's book is so helpful because it engages and educates children in a warm and interactive way, and helps families make informed healthcare decisions."

"Children should be aware of these cutting-edge treatments that will be pervasive as they reach adulthood," added Dr. Michael May, President of the CCRM Foundation. "Congratulations to Dr. Claudia Zylberberg for taking on this educational project. The CCRM Foundation, a private organization focused on supporting regenerative medicine-based technologies and cell and gene therapies, is very appreciative to Claudia for choosing to support our fundraising efforts."

*You're Full of Genes* is [available now for \\$18.95](#).

Akron's participation in The Future of Medicine Day is sponsored by [Phacilitate](#).

Media wishing to attend can contact Katiana Krawchenko at [kmkrawchenko@gmail.com](mailto:kmkrawchenko@gmail.com) for more information. Dr. Zylberberg will be available for print, radio and TV interviews.

The Phillip and Patricia Frost Museum of Science is located at 1101 Biscayne Blvd. in Miami, Florida.

### **About Akron Biotechnology**

Akron Biotechnology is a leading supplier to the regenerative medicine industry. Akron develops and manufactures cGMP-compliant ancillary materials and provides specialized services in order to accelerate the clinical development and commercialization of advanced therapies. For more information, please visit us at [www.akronbiotech.com](http://www.akronbiotech.com).

### **About “The Future of Medicine Day”**

Imagine a world of possibility where medicine can be personalized based on genes, tissues or cells. Discover this cutting-edge science, known as advanced therapies, on Monday, January 20 during The Future of Medicine Day at Frost Science, presented by Phacilitate. Navigate around the museum to participate in interactive, family-friendly activities and special programming that explore the current and future trends of healthcare, including live presentations and art showcases. The Future of Medicine Day is taking place as part of Advanced Therapies Week 2020. Normal admission rates apply.

The Future of Medicine Day programming is free with paid museum admission. Special programming will take place from 11:00 a.m. to 4:00 p.m.

### **About Phacilitate**

In a disruptive, cutting-edge industry like ours no single person or entity has all of the answers. By fostering the community and bringing together a diverse range of expertise from across the advanced therapies ecosystem, Phacilitate is creating a network of partnerships and relationships that bring us closer to achieving the ultimate goal of improving patient care and developing commercially viable curative treatments. We bring people together through award-winning events, which focus on the business and the science of advanced therapies. Phacilitate Leaders World and Phacilitate Leaders Europe are the pillars of our calendar and bring together the entire advanced therapies ecosystem.

For more information on our partners, visit [www.akronbiotech.com](http://www.akronbiotech.com).

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