

FOR IMMEDIATE RELEASE  
January 26, 2009

**\*\*\*MEDIA ADVISORY\*\*\***

**Live Call-in Phone Bank Event Will Help D.C. Area Residents  
Learn Steps Toward a Healthier Family**

***The American Society of Human Genetics and Genetic Alliance to Host Live Family Health History Phone Bank in Partnership with Aetna and WJLA-TV ABC 7***

WASHINGTON, D.C. – January 26, 2009 – The American Society of Human Genetics (ASHG) and Genetic Alliance announced today that they will host a live family health history phone bank from 5:00-6:30 p.m. on Thursday, January 29, 2009, in partnership with Aetna and WJLA-TV ABC 7.

Although most Americans are aware that their family health history can help them prevent or lower disease risk, few collect the information or share it with a health care provider. To address this problem and spread awareness about the importance of knowing your family health history, we invite all D.C. area residents to ***call the live Family Health History Phone Bank at 703-647-1533 and speak with health care professionals during ABC 7's evening news program on Thursday, January 29, from 5:00-6:30 p.m.*** Our health care experts will be available to answer callers' questions and provide them with simple tips on how to collect and use family health history information to improve their health, and the health of their family members.

This live phone bank event is a part of the Family Health History Public Service Announcement (PSA) Campaign, which was launched on-air on WJLA-TV ABC 7 in December 2008. For more information about the campaign, please visit: <http://cfc.wjla.com/knowyourfamily.cfm>.

**WHAT:** Live Call-in Family Health History Phone Bank Event

**WHO:** Health and wellness experts will provide callers with simple tips to explain how to collect your family health history and how you can use this information to improve your family's health.

**WHEN:** Thursday, January 29, 2009  
5:00 – 6:30 PM EST

**WHERE:** WJLA-TV ABC 7 (*Evening News*)

**CALL-IN #:** 703-647-1533

**MEDIA CONTACTS:**

*ASHG Press Office*  
The American Society of Human Genetics (ASHG)  
301-634-7307 (office)  
(cell)  
[press@ashg.org](mailto:press@ashg.org)

Tiphané Turpin  
Genetic Alliance  
202-966-5557 (ext. 212)  
[tturpin@geneticalliance.org](mailto:tturpin@geneticalliance.org)

Walt Cherniak  
Aetna, Inc.  
410-691-1405 (office)  
410-292-8479 (cell)  
[cherniakirw@aetna.com](mailto:cherniakirw@aetna.com)

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**About The American Society of Human Genetics (ASHG)**

Founded in 1948, The American Society of Human Genetics (ASHG) is the primary professional membership organization for human genetics specialists worldwide. The nearly 8,000 members of ASHG include researchers, academicians, clinicians, laboratory practice professionals, genetic counselors, nurses and others involved in or with a special interest in human genetics.

The Society's mission is to serve research scientists, health professionals and the public by providing forums to: (1) share research results through the Annual Meeting and in *The American Journal of Human Genetics (AJHG)*; (2) advance genetic research by advocating for research support; (3) educate future genetics professionals, health care providers, advocates, teachers, students and the general public about all aspects of human genetics; and (4) promote genetic services and support responsible social and scientific policies. For more information about ASHG, please visit <http://www.ashg.org>.

**About Genetic Alliance**

Genetic Alliance transforms health through genetics, promoting an environment of openness centered on the health of individuals, families, and communities. Genetic Alliance brings together diverse stakeholders that create novel partnerships in advocacy; integrates individual, family, and community perspectives to improve health systems; and revolutionizes access to information to enable translation of research into services and individualized decision making. For more information about Genetic Alliance, visit <http://geneticalliance.org>.

**About Aetna**

Aetna is one of the nation's leading diversified health care benefits companies, serving approximately 37.2 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life and disability plans, and medical management capabilities and health care management services for Medicaid plans. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans, governmental units, government-sponsored plans, labor groups and expatriates. For more information, see <http://www.aetna.com>.