

## Press release

### Immunology goes public!



### The impact of the Day of Immunology!

In 2005, it became obvious that research in immunology related to important public health issues, such as autoimmunity and vaccination, needs greater public lobbying. To produce an immediate high impact, the European Society of Immunological Societies (EFIS) answered this need by concentrating upon reaching the public with several high profile activities on the first Day of Immunology, April 29<sup>th</sup> in 2005. The Day's activities comprised public lectures, demonstrations and games, which were widely reported on in daily newspapers and in other media. The success of the first Day of Immunology encouraged the organizers to target a group that will guarantee a far-reaching impact, students and pupils. Immunologists were asked to bring their knowledge to schools; a subtle way to spread interest and to entice students to pursue immunology. The internet played a most important role in this concerted action with all European members communicating the new initiative on the World Wide Web. Nearly 30 European flags on the starting page demonstrated the participation of nearly all European member states. To make participation in this year's Day of Immunology attractive, prizes were offered for the most innovative team of scientists bringing a stimulating aspect of their knowledge to the classroom, to be awarded during the ECI congress. The concept of the first-prize winner to create "flying labs" has the potential to invade European schools with immunology lessons and to increase public attention paid to this important field, which unites the biology of medicine and health education.

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[www.dayofimmunology.org](http://www.dayofimmunology.org)

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