



Genetic Alliance UK
Supporting. Campaigning. Uniting.

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NEWS RELEASE

Immediate Release: 27th May 2010

The Genetic Interest Group (GIG) is Changing

We are delighted to announce that on 1st June the Genetic Interest Group (GIG) will become **Genetic Alliance UK**. We will be launching our new brand at this year's annual conference on 8th June.

Genetic Alliance UK is a well-established national charity working with patient groups, charities, individuals and families affected by genetic conditions. It is estimated that 6 out of 10 people in the UK are likely to develop a disease that is at least partially genetically determined by the age of 60. Approximately 1 in 30 children are born with some kind of genetic condition.

Alastair Kent, Director commented, "Our charity has been fortunate in that we have experienced a significant growth in the last few years. We have become involved in an increasingly diverse range of activities. We consulted with our members and others important to our work and know that our new name and branding helps to provide a better insight into the voices we represent and work we carry out. We look forward to continuing our work with those we know and extending our reach as Genetic Alliance UK"

Melissa Hillier, Assistant Director said, "This has been a careful and thorough process, we would like to thank all those that helped and provided their time, taking part in surveys and questionnaires as well as speaking to us on the phone. We could not have achieved our new brand without this input and support. We would also like to thank the companies who gave their professional support to our rebranding pro bono. All those at **Tudor Reilly** the corporate communications agency who have taken a lead on our re-branding, the designers at **Mint Salad** who created our new logo and **Bird and Bird** who have helped with the legalities of our re-brand."

Download our [GIG is Changing](#) flyer

– Ends –

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Notes to Editors

About Genetic Alliance UK

Genetic Alliance UK is the national charity of over 130 patient organisations, supporting all those affected by genetic conditions.

Supporting

We seek to raise awareness of genetic conditions and improve the quality of services and information available to patients and families.

Campaigning

We actively campaign on issues of policy and practice to influence governments, policy makers, industry and care providers such as the National Health Service.

Uniting

We provide a united voice for all those affected by genetic conditions, enabling us to work together towards a common goal of making life better for patients and families at risk.

As an organisation focusing on issues of policy and practice Genetic Alliance UK keeps an active watch on developments in the UK and Europe that will influence the effective transfer of knowledge and understanding into products and services for families that are supported by our member groups.

In a potentially controversial field like genetics, Genetic Alliance UK provides a strong voice advocating the benefits of scientific progress in understanding the contribution being made now and that will be made in the years to come for improving health and combating many currently incurable diseases.

For more information please go to www.geneticalliance.org.uk

About Tudor Reilly

Tudor Reilly is a fast-growing communications agency focused on healthcare. With offices in central London and Beaconsfield, Bucks, Tudor Reilly supports pharmaceutical and biotechnology companies and key partners in developing the medicines of tomorrow. With a hands-on senior team, Tudor Reilly combines in-depth media knowledge with a solid understanding of science and the pharmaceutical industry to provide strategic counsel, high level training and rigorous implementation. For more information please visit: www.tudor-reilly.com

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