



**EMBARGOED UNTIL THURSDAY, MARCH 15, 4 A.M. (PST)
MEDIA ADVISORY – VIDEO & PHOTO OPPORTUNITY**

HEALTHY NEVADA PROJECT ANNOUNCES PILOT INSIGHTS AND OPENS PHASE TWO ENROLLMENT
Renown and DRI Offering Full Genomic Sequencing to Interested Nevadans as Part of Population Health Study

WHAT:

In September 2016, northern Nevada made history. Governor Brian Sandoval, Renown Health and the Desert Research Institute (DRI) announced a groundbreaking, community-based population health and genetics study, the [Healthy Nevada Project](#). Next month, we are coming together to make history once again – sharing insights from the 10,000 person pilot phase and officially opening phase two to 40,000 more Nevadans.

WHEN & WHERE: Thursday, March 15

Special community event: 10 a.m.

Media must be staged by 9:50 a.m.

Mack Auditorium

Renown Regional Medical Center

1155 Mill St., Reno

Tour of DNA testing facility: 11:30 a.m.–12:30 p.m.

780 Kuenzli St., Reno

Tour of DRI research campus: upon request

2215 Raggio Parkway, Reno

VISUALS AND INTERVIEWS:

- Expert panel discussing pilot phase insights
- Unveiling phase two enrollment process
- Demonstrations of genetic testing process and Helix marketplace
- Interviews with:
 - **Governor Brian Sandoval**
 - **Anthony D. Slonim**, M.D., DrPH, FACHE, President and CEO, Renown Health; President, Renown IHI
 - **Kristen Averyt**, Ph.D., President, DRI
 - **Christos A. Galanopoulos**, M.D., MBA, MSc, FACS, Vice President and Chief Clinical Officer, Renown Institute for Cancer; Co-director, Renown IHI
 - **Joe Grzymiski**, Ph.D., Senior Director, DRI Applied Innovation Center; Co-director, Renown IHI; Principal Investigator, Healthy Nevada Project
 - **Christopher Rowan**, M.D., Cardiologist, Renown Institute for Heart & Vascular Health; Medical Director of Research, Renown IHI
 - **James Lu**, M.D., Ph.D., Helix Co-founder

WHY:

Eighteen months ago, Renown and DRI announced a collaboration that made headlines nationwide. Together, a first-of-its-kind population health study was launched offering genetic testing to thousands of northern Nevadans at no cost and saw unprecedented community response with 10,000 spots claimed in less than 48 hours.

Researchers with Renown Institute for Health Innovation (Renown IHI) – a collaboration of Renown and DRI – are combining that genetic information with clinical, population and environmental data to analyze and model public health risks in the Silver State, from the most common diseases to the health impacts of our air quality. During this special community event, an expert panel will share what was discovered about northern Nevada from the study's pilot phase and where we're going next.

In collaboration with personal genomics company Helix, the Healthy Nevada Project will utilize the company's proprietary Next Generation Sequencing (NGS) technology to sequence each participant's DNA, allowing for a greater depth and quality of DNA data. In phase two of the study, Renown IHI will offer an additional 40,000 Nevadans the opportunity to have their DNA sequenced using Helix's proprietary Exome+ assay. This type of testing reads all 20,000 protein-coding genes in the body and other regions important to providing genetic insights allowing for 100 times more data.

Healthy Nevada Project participants will utilize a DNA kit from Helix and be offered access to National Geographic's Geno 2.0 ancestry app at no cost. Participants will also have the opportunity to create a Helix.com account which will let them explore additional DNA-powered products through the Helix.com store if they choose.

With the community's support, steps are being taken toward achieving goals of providing personalized, precision medicine for individuals while improving health statewide. This information could truly change health in Nevada.

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Renown Institute for Health Innovation is a collaboration between **Renown Health** - a locally governed and locally owned, not-for-profit integrated healthcare network serving Nevada, Lake Tahoe and northeast California; and the **Desert Research Institute** - a recognized world leader in investigating the effects of natural and human-induced environmental change and advancing technologies aimed at assessing a changing planet. Renown IHI research teams are focused on integrating personal healthcare and environmental data with socioeconomic determinants to help Nevada address some of its most complex environmental health problems; while simultaneously expanding the state's access to leading-edge clinical trials and fostering new connections with biotechnology and pharmaceutical companies. Learn more at www.healthynv.org.

Helix is a personal genomics company with a simple but powerful mission: to empower every person to improve their life through DNA. We've created the first marketplace for DNA-powered products where people can explore diverse and uniquely personalized products developed by high-quality partners. Helix handles sample collection, DNA sequencing, and secure data storage so that our partners can integrate DNA insights into products across a range of categories, including ancestry, entertainment, family, fitness, health and nutrition. From profound insights to just-for-fun discoveries, Helix is here to help people live a fuller life. Helix is headquartered in the San Francisco Bay Area, and has a CLIA- and CAP-accredited Next Generation Sequencing lab in San Diego powered by Illumina (NASDAQ:ILMN) NGS technology. Helix was created in 2015 with founding support from Illumina, its largest shareholder. Learn more at www.helix.com.