

## **MEDIA RELEASE – 25 November 2008**

### **BioAssayLINK provides inaugural award for biomedical research with commercialisation potential**

#### **About the BioAssayLINK Award**

This is a brand new cash award for early career biomedical researchers having research that shows the most potential for commercial application at some point in the future. The award was initiated to forge closer links between industry and the biomedical research community. The idea behind the award is to get researchers to think about the potential commercial applications of their research. The inaugural award has been provided to the Australian Atherosclerosis Society (AAS) because the founder of BioAssayLINK, Dr Jeffery Smith, was supported in his research career by the AAS. It is planned to expand the BioAssayLINK award to other specialised biomedical research societies globally.

#### **Winner of the Inaugural BioAssayLINK Award**

The CEO of BioAssayLINK, Dr Jeffery Smith, presented the inaugural BioAssayLINK award to PhD researcher Cassandra Sparkes at the AAS annual scientific meeting dinner held in Sydney late last month. Ms Sparkes' research demonstrated that the fatty acid status, particularly omega-3, in human finger prick whole blood samples was indicative of the levels of fatty acids in red blood cells (the gold standard). Furthermore, the method used reduced the assay time by 50%. Blood omega-3 fatty acid levels above a certain threshold are known to have a cardioprotective effect. Cassandra Sparkes is studying at the School of Health Sciences and Smart Foods Centre, University of Wollongong, and is supervised by Associate Professor Barbara Meyer. View the winning abstract and photo of the award presentation (photo courtesy of Professor Lawrie Beilin). Read more from the News & Media at the University of Wollongong.

Dr Smith commented saying, "it is envisaged that these awards will become highly sought after and become a prestigious award that any scientist would be proud to receive". Professor David Sullivan, President of the AAS, responded by adding, "this award provides much needed practical encouragement towards the clinical and commercial application of important research findings".

#### **About BioAssayLINK**

BioAssayLINK is a convenient global online marketplace where seekers who are involved in the development of new therapeutics can quickly identify biomedical researchers, service providers and specialised consultants who have the know-how and expertise. BioAssayLINK's online matching tool is cost-effective for seekers and for providers/researchers/consultants who want global exposure. The lab and consultant options provided to seekers allow them to arrive at better decisions more quickly to advance their R&D programs and ultimately increase their speed to market.

#### **About AAS**

The Australian Atherosclerosis Society (AAS) promotes the advancement of science, research and teaching in the field of atherosclerosis. The AAS endeavours to achieve these objectives by promoting the exchange of existing knowledge, encouraging new research ventures and interdisciplinary approaches, and fostering the dissemination of knowledge by organising national and international scientific meetings.

**Media inquiries: Dr Jeffery Smith +61-(0)419 669 132**

**Global Headquarters:** 50 Shirley Street, Enoggera, Brisbane, QLD, 4051, Australia

**Australia:** +61 7 3365 0674 **US:** +1 650 8617 496 **UK:** +44 7984 402 822

**Email:** info@bioassaylink.com **Web:** www.bioassaylink.com

