

July 22, 2005

MISSION STATEMENT

Communications Office California Institute of Regenerative Medicine

The primary goal of the Communication Office of the California Institute for Regenerative Medicine (CIRM) is to inform the public about the scientific and medical research that is funded by CIRM in a way that promotes a deeper and more sophisticated understanding of stem cell research and the therapies that are derived from it. Through media relations, website content, publications and public affairs, the Office will develop a clear and consistent message about stem cell research and maintain effective communication with its different constituents, including the California public, the patient advocacy community, the scientific community, the California legislature and the press. The Office will support the activities of the ICOC, as well as CIRM, and will help develop responses to local, national and international events that directly impact the mission of CIRM.