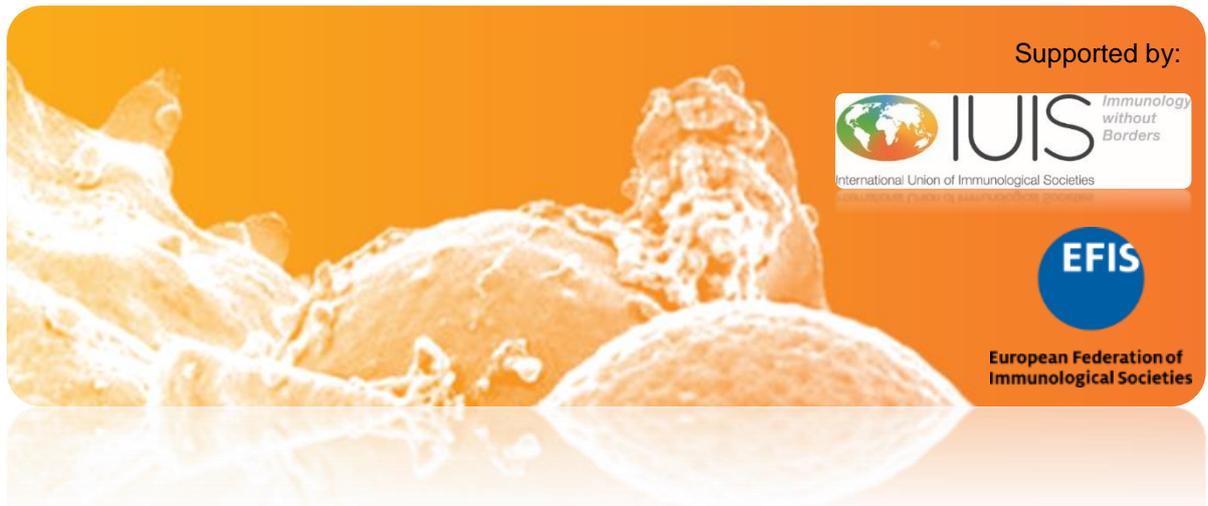


The Day of Immunology is April 29, 2016!



Apply for a Prize & Participate!

Dear Colleagues,

The annual **Day of Immunology** is just around the corner on **April 29, 2016!** The day is dedicated to increasing global awareness of the importance of immunology in the fight against infection, autoimmunity and cancer. The [IUIS](#) and [EFIS](#) are working together to encourage national societies to participate in the Day of Immunology and to promote the benefits of immunology research.

We strongly encourage your immunological society and federation to participate in the day. It will be an asset to publicizing your society and the importance of immunology to global health. We are happy to assist you with advise (please feel free call) and pedagogic material that you can freely use to create a winning campaign that will reach journalists, school teachers, politicians and decision makers and all people you know.

Design your campaign the way you like using any media you wish - posters, film, video, social media, email or regular mail. Ask all your members to give interviews, lectures, join classroom discussions, meet teachers and talk to friends, family and neighbors about their amazing immune system!

Reserve **April 29** as the day to discuss immunology with everyone you know. Your participation is shaping an international community of immunologists dedicated to improving health for people around the world.

Applying for a prize is simple - just follow the steps below. We look forward to celebrating the awards with you at the ICI Melbourne, 21-24 August 2016.

Sincerely,



Prof. Jorge Kalil
President, IUIS



René A.W. van Lier
President, EFIS

Apply to Win a Prize for Your Campaign. The contest for the best public relations campaign for the Day of Immunology is now open! All National Societies of Immunology and Regional Federations are eligible to apply for a prize.

2016 awards are confirmed for:

- Best International DoI Award 2 000 EUR
- Best European DoI Award 1 000 EUR
- Best 2016 Theme DoI Award 1 000 EUR
- Most Original DoI Award 500 EUR

How to Apply

1. Designate one person among your staff or members to be the "Ambassador" for the campaign that you will develop and implement. Your Ambassador will be the contact person for all information regarding your campaign.

2. Send the name of your Ambassador, his/her email, phone, address and a short description of your campaign action plan to:

iuis-central-office@kit-group.org

Deadline for entry: April 15, 2016

3. Design and implement your campaign to take place on or around the Day of Immunology, April 29, 2016.

4. After your campaign is complete:

You submit a report, which should include what you did, an estimate of how many people you reached, and what were some of the major results. More information about how to submit a report will be sent to your Ambassador. Submit the detailed report to:

iuis-central-office@kit-group.org

Deadline for reports: June 1, 2016.

Criteria for Awarding Prizes

Prizes will be awarded to the top three candidates who develop and implement a campaign. Awards will be given based on the campaign's originality, clarity, and impact at national or regional level.

Celebration!

Prizes will be announced during a special awards ceremony at the ICI Melbourne, 21-24 Aug 2016



Summary:

The International Day of Immunology takes place on April 29th every year.

The IUIS has guardianship over this global day of action promoting the benefits of immunology research. The idea is to build a global platform to highlight the regional and national campaigns of its member societies. It is a unique opportunity to increase awareness around the world about immunology and the importance of immunity to fight major diseases, improve research and save lives.

2016 Day of Immunology:

- Theme: Immunotherapy
- Motto: Harnessing the Power of the Immune System (same motto as [ICI 2016](#))
- Definition: Immunotherapy is a treatment that harnesses the powers of the immune system to fight diseases such as infection, cancer or autoimmunity.