



FOR IMMEDIATE RELEASE  
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**\*\*MEDIA ADVISORY\*\***

**EDC to release first-ever economic impact report on San Diego's genomics industry**  
*Study quantifies interdisciplinary genomics industry; how region stacks up compared to peer US metros*

**San Diego** – Personalized medicine and technology are shaping the future of healthcare as we know it, with San Diego's genomics companies, research institutions and universities at the forefront. Quantifying this impact, San Diego Regional EDC will release the first-ever study on the San Diego region's genomics industry. **"Cracking the Code: the Economic Impact of San Diego's Genomics Industry"** includes a comparative analysis of the top ten U.S. metros for life sciences, as well as an assessment of local genomics-related firms, jobs, venture capital and much more.

Behind the data is a story of how this once nascent sequencing technology is now shaping the future of global medicine and discovery, but also how it has altered the DNA of the entire San Diego region.

This study will be released as part of BIO International, the largest life sciences convention in the world, hosted in San Diego beginning June 19.

**WHO:** **Kirby Brady**, research director, San Diego Regional EDC  
**Mark Cafferty**, president & CEO, San Diego Regional EDC  
**Congressman Scott Peters**, 52<sup>nd</sup> District of California  
**Susan Tousi**, senior vice president, product development, Illumina

**WHEN:** **Monday, June 19, 12:00pm – 12:20pm**

**WHERE:** San Diego Convention Center  
111 Harbor Drive, San Diego, CA 92101  
Press Conference Room, Upper Level, 32B  
*Media must [register here](#) to enter the convention; front-drive parking by request only.*

*Note, there will be a [panel event](#) to follow as part of the BIO Convention at 1pm.*

*Embargoed copies of the report are available by request on Friday, June 16 for media who honor the June 19, 11:00am embargo lift date.*

**About San Diego Regional Economic Development Corporation**

San Diego Regional Economic Development Corporation's (EDC's) mission is to maximize the region's economic prosperity and global competitiveness. As an independently funded non-profit fueled by more than 160 companies and organizations, EDC takes a data-driven approach to attracting, retaining and expanding companies and the talent pool across the region's three traded economies: military, tourism and innovation. [sandiegobusiness.org](http://sandiegobusiness.org)

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