

FOR IMMEDIATE RELEASE

Contact: Nicky Yates
Social Media Week
(347) 617- 3836
nicky@crowdcentric.net

Danielle Nuzzo
Luminary Labs
office: 619.500.2721
cell: 631.807.7772
danielle@luminary-labs.com

Social Media Week & The Future of Health & Wellness

Join some of world's leading visionaries in health and tech to explore how social technologies are changing the healthcare industry

NEW YORK – Feb 8, 2012 – Social Media Week (www.socialmediaweek.org), a week-long global conference, kicks off February 13th simultaneously in 12 cities around the world. This year, a dedicated Health & Wellness Content Hub has been established to serve as a platform to discuss how social media and technology are accelerating change in healthcare.

Hosted by [Saatchi & Saatchi Wellness](#) and curated by [Luminary Labs](#), the [Health & Wellness Hub](#) will take place in the ground floor auditorium of the Saatchi & Saatchi building at 375 Hudson Street in New York City.

“Over the last few years the health and wellness industry has seen an explosion of new applications, social media platforms, tools and games designed to improve our lives. Saatchi & Saatchi Wellness is thrilled to usher in this important track for Social Media Week and host a forum examining how social sharing will revolutionize communications and marketing,” said Ned Russell, managing director of Saatchi & Saatchi Wellness.

The Health & Wellness Hub will feature keynote presentations from speakers including Jay Walker, Chairman and Curator of TEDMED, world-renown designer and architect Michael Graves, Carol McCall, Chief Strategy Officer of GNS, Dr. Pam Peeke, Chief Medical Correspondent for Discovery Health TV, and Daniel Kraft, Executive Director of FutureMed.

“The Health & Wellness Content Hub presents a new opportunity to connect and collaborate with the next generation of healthcare marketers, designers, developers, and healthcare professionals making use of social technology to address one of society’s most pressing issues: our health,” noted Sara Holoubek, CEO of Luminary Labs and curator of The Health & Wellness Hub.

During the week, Johnson & Johnson and Sanofi will sponsor cocktail receptions, and there will be a device showcase from West Wireless. Nurture by Steelcase will contribute to the conversation through a custom-designed lounge, .

Registration for Social Media Week’s Health & Wellness Hub began Tuesday, January 17th and will remain open until Sunday February 12th. To view the full program and register for events, visit The Health & Wellness Hub page [here](#).

For the latest news and updates and information about how to register, speakers and event updates, visit <http://socialmediaweek.org/newyork/hub/health/>, or follow SMW Health & Wellness hub on Twitter #SMWHealth (@socialmediaweek) or Facebook (facebook.com/socialmediaweek).

About Social Media Week

Reflecting the global impact of social media– and its role as a catalyst in driving economic, cultural, political and social change– Social Media Week is one of the world’s most unique global conferences. Owned and operated by New York based Crowdcentric, Social Media Week offers a series of interconnected activities and conversations around the world on emerging trends in social and mobile media across all major industries. To learn more, visit www.socialmediaweek.org

About Luminary Labs

Luminary Labs is a strategy and innovation consultancy working with organizations in transition to become more resilient in the face of change. We do this by identifying the connective patterns within your marketplace, creating the internal conditions for success, and executing agile approaches to people, processes, and technology. To learn more, visit www.luminary-labs.com

About Saatchi & Saatchi Wellness

Saatchi & Saatchi Wellness is a full-service integrated agency dedicated to growing its client’s businesses through wellness. Saatchi & Saatchi Wellness is a three-time winner of the DTC Advertising Agency of the Year Award and, a two-time winner of Consumer Campaign of the Year in 2009 and 2010, and in 2009, was awarded the first ever Grand CLIO in healthcare for the Ambien CR “Silence Your Rooster” campaign. Saatchi & Saatchi Wellness is a unit of Publicis Healthcare Communications Group, the global leader in healthcare communications. For more information visit the agency’s website at www.saatchiwellness.com.

###