

PRESS RELEASE FROM NATURE PUBLISHING GROUP
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**NPG launches *Nature Reports*-
“The science behind the news, the news behind the science”**

Nature Publishing Group (NPG) announces the launch of two new websites- *Nature Reports Climate Change* and *Nature Reports Stem Cells*. The *Nature Reports* sites highlight topical science issues by providing thorough investigative reporting based on peer-reviewed, primary research. The sites will report “the science behind the news, the news behind the science” and explore the social, political and economic implications of the highlighted topic.

Content is accessible for users of all levels of expertise, from scientists, journalists and students, to members of the general public interested in getting the facts behind the headlines, with a vast majority of it freely accessible. Over the coming months, *Nature Reports: Stem Cells* and *Nature Reports Climate Change* will develop further with increased community interactions, resources and media.

The first in the series- *Nature Reports Avian Flu*- launched in March and allows editors to tag hot articles. Unlike other FAQ sites, *Nature Reports Avian Flu* explains the science behind the answers and links back to relevant archived news and research papers. Interactive content includes five timelines detailing the history of avian flu, and a “Google Earth” map allowing users to track the spread of avian flu. Content will be continually updated.

The topics for discussion in the *Nature Reports* series were chosen based on the most popular search terms run on Nature.com in 2006.

About NPG

Nature Publishing Group (NPG) is a division of Macmillan Publishers Ltd, dedicated to serving the academic, professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through news@nature.com. Scientific career information and free job postings are offered on *Naturejobs*.

NPG is a global company with headquarters in London and offices in New York, San Francisco, Washington DC, Boston, Tokyo, Paris, Munich, Hong Kong, Melbourne, Delhi, Mexico City and Basingstoke. For more information, please go to www.nature.com.

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Links

<http://www.nature.com/reports>
<http://www.nature.com/climate/index.html>
<http://www.nature.com/stemcells/index.html>
<http://www.nature.com/avianflu/index.html>
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