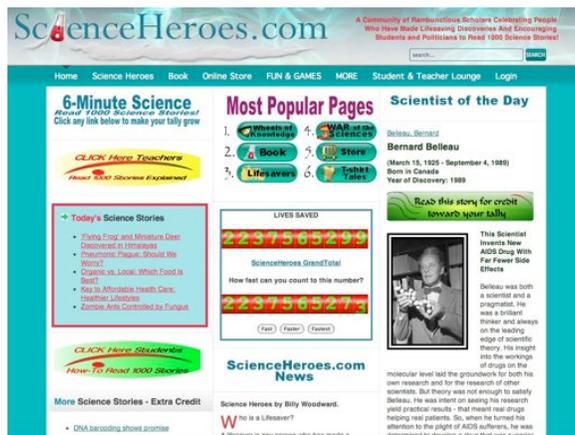


## ABOUT THE WEBSITE

# ScienceHeroes.com



**ScienceHeroes.com** was inspired by the website creator's book *Scientists Greater Than Einstein: The Biggest Lifesavers of the Twentieth Century*. The idea for the book and website began when author Billy Woodward asked the simple question: "Who has saved the most lives in history?" In researching the answer, Woodward discovered that billions of lives have been saved – in just the last century alone!

Whether a respected president, political leader, or founding father, celebrating remarkable people and their notable achievements through national holidays is common around the world. However, with the exception of the Nobel Prize, tributes are rarely paid to those whose contributions to science and medicine have saved or greatly improved the quality of human life. ScienceHeroes.com is uniquely dedicated to celebrating men and women on the forefront of lifesaving discoveries. The website engages and educates visitors about the backgrounds and discoveries of our unsung heroes.

Science is based on measurable evidence. What more important measure of achievement is there than saving a life? ScienceHeroes.com honors these unsung heroes through a "real time" counter on the site that documents each life saved. **Over 2,238,000,000 lives saved – and counting!**

ScienceHeroes.com also celebrates science itself. Over the last 400 years, science has had more impact on health and well-being of life than any other human creation. Every day, critical progress and new discoveries are made as scientists unravel the mysteries and complexities of the human body! By highlighting and celebrating these special people of science and their incredible accomplishments, we can inspire passion about science and encourage the scientists of tomorrow.

Beyond the classroom and the laboratory, science is an important part of our culture and our life. Whether a student, educator, or a person of curiosity, Scienceheroes.com is the gateway to being enlightened and inspired by those who change lives for the better.

Visit [www.scienceheroes.com](http://www.scienceheroes.com)

For More Information or Interviews: Contact Robin Blakely/Get There Media at 660-973-2723

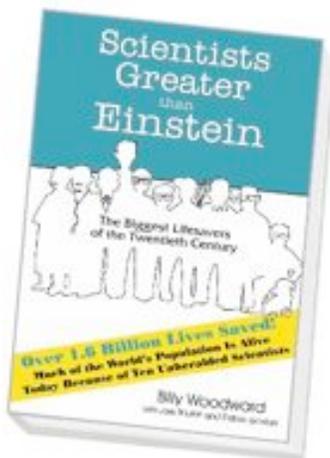
## ABOUT THE BOOK

# Scientists Greater than Einstein

## The Biggest Lifesavers of the Twentieth Century

**By Billy Woodward**  
With Joel Shurkin and Debra Gordon  
Biostatistics by Amy R. Pearce, Ph.D.

Quill Driver Books, February 2009  
ISBN-13: 978-1884956874



Do you know about the eye doctor who, in the 1970s, figured out how to save millions of children with a nickel's worth of medicine? How about the man in the dusty fields of Mexico who has saved hundreds of millions of people from dying of starvation and malnutrition? Everyone knows about Jonas Salk and his polio vaccine. Do you know whose discovery made Salk's vaccine possible and who created the measles vaccine that has saved many more lives than the polio vaccine?

Ten scientists of our generation have changed the world. They literally defeated death for over a billion people. Many of these great scientists are still alive today, walking among us.

*Scientists Greater than Einstein* tells the stories of ten scientists whose discoveries have had an amazing impact on humanity. Combined, these scientists have saved more than 1.6 billion lives—and yet, remain unknown and unheralded to most of us. If your life were among those saved, wouldn't you want to know who was responsible?

From the depths of human suffering to the exhilarating moment of insight, *Scientists Greater than Einstein* chronicles landmark discoveries in human health and is the first book to celebrate those who saved the most lives in history. It serves as an informative reference, valuable resource, and great read for teachers, parents, students, and science enthusiasts.

Visit [www.scienceheroes.com](http://www.scienceheroes.com)

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# Billy Woodward



**Billy Woodward** is the creative and entrepreneurial mastermind behind the informative and educational website ScienceHeroes.com.

An author and successful businessman, Woodward has always possessed an ardent interest in science. One day his interest changed his life. After a medical condition left him in chronic pain with severely inflamed limbs and reliant on crutches, a medication prescribed by his doctor alleviated his suffering. Enjoying a pain-free life again, Woodward became passionately intrigued by the miracle of science. He wondered who was behind the discovery and development of the amazing elixir that helped heal him. His search uncovered the Nobel Prize winning medical team of Trudy Elion and George Hitchings. The two became his heroes.

Woodward began to wonder about all the other doctors, scientists, and researchers whose great works have transformed and saved millions of lives and how he could respectfully honor these remarkable “science heroes.” This curiosity and passion led him to write the groundbreaking book, *Scientists Greater Than Einstein: The Biggest Lifesavers of the Twentieth Century*, which profiles the lives and amazing works of ten unheralded scientists.

Further inspired, Woodward created a dynamic website for science enthusiasts, teachers, and students -- ScienceHeroes.com -- which promotes the extraordinary works of these unsung heroes of medicine and technology, and is an innovative destination for any student, educator, or fan of science.

Visit [www.scienceheroes.com](http://www.scienceheroes.com)

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FOR TEACHERS & PARENTS

# Engaging and Inspiring the Science Heroes of Tomorrow!



**ScienceHeroes.com** offers middle school and high school students the latest science news, profiles on the people behind great scientific discoveries, interactive games and trivia, and much more!

**For Parents** . . . Enjoy exploring over a century's worth of groundbreaking scientific breakthroughs, with (or even without) your kids. Scienceheroes.com ignites the imagination of young people curious about science. You'll find entertaining ways to view science from the perspective of those on the cutting edge of the field.

**For Teachers** . . . Enhance your existing coursework and engage students in new ways. At Scienceheroes.com, you'll find grade-appropriate stories, biographies, and current news geared toward students. Downloadable lesson plans cover biographies of notable people in the field! The innovative "Read 1,000 Science Stories" Program encourages students to read brief but relevant daily stories to foster ongoing interest in the world of science. Students can even compete against their classmates for the "most stories read." More importantly, it offers every student the chance to win a meaningful science award.

Go to [www.scienceheroes.com](http://www.scienceheroes.com) for more information and exploration.

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FOR STUDENTS

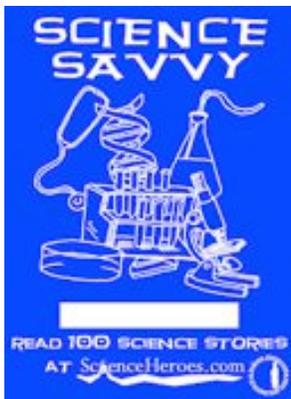
# Beyond Beakers & Bunsen Burners: Meet the Real Mad Scientists



Some students think science is complicated and difficult to absorb. But when you dissect science to reveal its human element – the innovative and madly dedicated men and women who solve problems, cure or prevent devastating illnesses, and create lifesaving drugs and medical procedures – science becomes personal and fascinating.

ScienceHeroes.com inspires kids from middle school through high school, to explore the people of the past and present who are changing the world with science.

## Take the Challenge to Read 1,000 Science Stories!



**Read 1,000 Science Stories** is a fun and fascinating way to learn science! It provides students with a broad foundation of scientific knowledge by encouraging them to read hundreds of brief science stories in as little as 6 minutes a day. **ScienceHeroes.com** challenges students to read three to ten new science stories a day, as well as offering other notable science stories throughout the website. Each student's account keeps track of individual progress. Easy and secure, this requires no personal information.



Students simply sign up for the challenge, login,

click, and read any story link on the front page or throughout the site. After they complete and confirm reading the story, it is added to their tally. Awards are given after the first 100, 300 and 600 stories are read, working their way to 1,000 science stories!

Visit [www.scienceheroes.com](http://www.scienceheroes.com)

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# Our Science Heroes



## William Foege

Resides in Seattle, Washington

- Made discovery crucial to eradicating smallpox
- Headed the CDC for 6 years
- Worked with President Carter's and Bill & Melinda Gates' foundations

*Over 122 Million Lives Saved*



## Akira Endo

Resides in Tokyo, Japan

- Discovered cholesterol-lowering drugs known as statins
- With over \$100 billion in sales, statins are the biggest selling drug in history
- 8% of Americans take a statin

*Over 5 Million Lives Saved*



## Alfred Sommer

Resides in Baltimore, MD

- Eye doctor who discovered that Vitamin A deficiency is a major cause of child death
- Worldwide adventures with cholera, smallpox, and disasters

*Over 6 Million Lives Saved*

## Do you know these scientists?

Read their stories in the book *Scientists Greater Than Einstein* and the stories of 100 other lifesaving men and women scientists at [ScienceHeroes.com](http://ScienceHeroes.com).

## Who is a Lifesaver?

A lifesaver is any scientist who has made a crucial and revolutionary discovery that led directly to the preservation of human life. Lifesavers are the foundation of ScienceHeroes.com, and the website is dedicated to those scientists whose curiosity, investigative wisdom, and tenacity led to breakthroughs that empower others in their field today, whether doctors, researchers, laboratory technicians, or students.

## Learn More About Them

To date, ScienceHeroes.com profiles over one hundred unsung heroes of science and their significant bodies of work – with more being added every year!

## Nominate a Scientist

Go to [www.scienceheroes.com](http://www.scienceheroes.com) and click on “Nominate a Scientist” to find out how you can help honor a scientist you admire.