



**Book Launch and Discussion
On
“THE CURE”
A Book by
Geeta Anand, Pulitzer Prize Winning Journalist
1830 hrs, 14th July 2010
The American Center, Kasturba Gandhi Marg
New Delhi**



(L-R: Michael Macy, Geeta Anand, Kishan Rana)

Aspen Institute India, in partnership with American Centre and Random House India organized a book launch of ‘The Cure’ by Geeta Anand on 14th July 2010 in New Delhi. The Cure captures the true story of a family’s struggle to find a cure for its kids suffering from Pompe disease, a rare

genetic disorder that damages the muscles and nerve cells throughout the body and affects various body tissues, particularly in the heart, skeletal muscles, liver and nervous system.

During her tenure at the Wall Street Journal, the author, Geeta Anand dabbled in many different fields, including sports, politics and corporate corruption, which won her and her team the coveted Pulitzer Prize for Journalism. Her move to Bio-tech reporting was by sheer chance. Her initial lack of knowledge on the subject forced her to research and to understand the layman view of bio-tech. While working in the bio-tech department in the WSJ, she stumbled upon a story which she felt needed the attention. It was the story of John and Aileen Crowley's struggle to procure a drug that could save the life of their children from a relatively unknown and untested disease. During the coverage of this family and the challenges and obstacles they faced, Geeta Anand was approached by a publishing house, offering to convert this story into a book. To add to her and the story's success, a call from a Hollywood producer pushed this story into becoming a motion picture. In January of 2009, the motion picture "Extraordinary Measures" was released in the United States, starring Brendan Fraser and Harrison Ford.

At the session, Mr Bruce Ross, Country Director Food and Drug Administration, US Embassy, spoke about the challenges faced in releasing a drug into the market due to strict norms and standards, though the general trend is to help labs working on cures for certain diseases.

In the discussion, it became evident that "the key in achieving greatness is perseverance". Rather than just being a story about a father trying to save the lives of his children, *The Cure* is a story of his perseverance, daring business acumen and fighting spirit of the family, about their failures and mistakes. Michael Macy, Cultural attaché, Embassy of the United States introduced the speaker, while Kishan Rana, former Ambassador to Germany and noted author moderated the session.

The session concluded with a premier of 'Extraordinary Measures'. Both the book and the movie are a captivating and a deeply uplifting narrative.