



Health, Science & Nonprofit  
Communications/Public Relations

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**For Immediate Release**

**TARTAGLIA COMMS. TAPPED BY MAX PLANCK FLORIDA INSTITUTE (MPFI)**  
***Part of Germany's Prestigious Max Planck Society, MPFI is First And Only Institute of Its***  
***Kind in North America; Research Focus is on Brain Circuitry***

SOMERSET, NJ – November 28, 2011 - Tartaglia Communications has been named to manage national public relations, marketing and scientific writing for the Max Planck Florida Institute (MPFI), a leader in research on the structure, function and development of the brain's circuits (neural circuits). MPFI is the first U.S. institute established by the Max Planck Society for the Advancement of Science, a German-based non-profit research organization founded in 1948. One of the most prestigious scientific organizations worldwide, the Max Planck Society has 80 institutes. Seventeen Nobel laureates have emerged from the ranks of its scientists.

"It is very exciting and a great honor for us to be a part of this unique new scientific endeavor at its inauguration," says Dennis Tartaglia, president, Tartaglia Communications. "We look forward to building the Max Planck Florida Institute brand in the U.S., and to communicating the many significant discoveries to come."

"We chose Tartaglia Communications because of their experience in communicating about neuroscience and their ability to interpret and publicize basic research on a national level," says Claudia Hillinger, PhD, president, Max Planck Florida Foundation and vice president for institute development, Max Planck Florida Institute.

The O'Donnell Agency, headquartered in West Palm Beach, handles Florida media relations for MPFI, as well as community relations and related activities.

Tartaglia Communications' principals have designed high-impact neuroscience research communications campaigns for Brookhaven National Laboratory and Columbia University Medical Center, among others. They have worked extensively in clinical neuroscience, representing Neurological Surgery, P.C., a leading neurosurgical private practice, and



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professional associations and nonprofits including the American Board of Addiction Medicine and two Robert Wood Johnson Foundation national substance abuse programs.

MPFI seeks to provide new insight into understanding the functional organization of the nervous system, its capacity to produce perception, thought, language, memory, emotion, and action. MPFI meets this challenge by forging links between different levels of analysis—genetic, molecular, cellular, circuit, and behavioral—and developing new technologies that make cutting edge scientific discoveries possible. Neural circuits, the complex synaptic networks of the brain, hold the key to understanding who we are, why we behave the way we do, and how the debilitating effects of neurological and psychiatric disorders can be ameliorated.

With plans for expansion in the coming months, MPFI currently has six research groups, each of which looks at neural circuits from a different perspective. Based in temporary quarters on the MacArthur Campus (Jupiter) of Florida Atlantic University, MPFI is building a state-of-the-art research facility that will foster collaboration and help speed scientific discovery. The new research building will be completed in Summer 2012. Although research at MPFI only began at the end of 2009, MPFI scientists contributed to 13 symposia, lectures and posters at the recent Society for Neuroscience 2011 Annual Meeting. For information on the Max Planck Florida Institute or the Max Planck Florida Foundation, visit [www.MaxPlanckFlorida.org](http://www.MaxPlanckFlorida.org).

Tartaglia Communications develops high-impact, strategic communications programs for health and science-focused organizations. The firm's principals, Dennis and Sheila Tartaglia, draw on 30 years of combined experience and their network of contacts to deliver customized programs that help clients reach business, policy and educational objectives. They have designed award-winning campaigns for research and public policy organizations, as well as for biopharmaceutical startup companies, academic medical centers and hospitals, and nonprofit organizations working in health and science. They have earned more than two dozen awards, including the Public Relations Society of America's *Silver Anvil* and *Bronze Anvil*, and PRWeek's *Healthcare Campaign of the Year*. Please visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com), or contact the firm at [info@TartagliaCommunications.com](mailto:info@TartagliaCommunications.com) or 732-545-1848. Follow Tartaglia Communications on Facebook and on Twitter, @TartagliaComm.