

NFL's 49ers, biotech company join forces to recruiting fans for genome research

**The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis.**

Donating blood is not your typical pre-game ritual but it might be for San Francisco 49er fans this season. The NFL franchise has teamed up with Boston-based biotech company Orig3n, Inc. to support genetic and regenerative medicine research.

Under the "Faithful DNA" program, football fans who donate blood to Orig3n or purchase a LifeProfile genetic assessment will have the chance to win exclusive 49er prizes, such as autographed football gear or tickets to a "draft day experience."

"This is the first agreement of its kind and we're excited to provide our fans with a unique opportunity to form personal connections with the 49ers in a way that contributes to human genome research," 49ers Chief Operating Officer Ethan Casson stated.

Orig3n representatives will be stationed within Levi's Stadium at the start of the NFL pre-season in August 2016 to collect blood samples for LifeCapsule, the world's largest crowdsourced cell repository for human genome research to find causes and treatments of rare genetically inherited diseases.

**Read full, original post:** [San Francisco 49ers Want Blood for Human Genome Research](#)