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PRESS RELEASE

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The Foundation for Biomedical Research Releases New Breast Cancer PSA

“Jen’s Story 2” is a riveting 60-second spot depicting a biomedical researcher battling breast cancer herself and searching for a cure

WASHINGTON — The Foundation for Biomedical Research (FBR) announced today the release of its new PSA “Jen’s Story 2,” as part of its ResearchSaves national campaign. The 60-second spot reunites viewers with Jen, a real biomedical researcher who specializes in breast cancer research and is battling the disease herself. The PSA chronicles Jen’s life from her lab, where she investigates new treatments for breast cancer, to the hospital, where she receives her own breast cancer treatments. Jen’s research and the treatments she receives are possible because of medical research with animal models.

“Jen is an extremely courageous woman, who has dedicated her life to medical research and the quest for cures,” said FBR president Frankie Trull. “Jen’s personal story is so compelling because it’s real. There are so many researchers – just like Jen – who are fighting for cures for themselves, their families and people around the world. It’s high time we give them the accolades they deserve. By telling Jen’s story, we hope to both educate the public and express our gratitude to all researchers.”

“Jen’s Story 2” is a follow-up to the critically acclaimed PSA “Jen’s Story,” which won four Telly Awards in 2009. “Jen’s Story 2” – the second of four PSAs – seeks to show viewers how research with animal models is essential to the discovery of new treatments and therapies for diseases like breast cancer. The PSA was produced by FBR’s executive vice president, Paul McKellips, as part of FBR’s ResearchSaves campaign. “Jen’s Story 2” is a free, 60-second spot available for all broadcast use. Please visit www.researchsaves.org for more information.

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Established in 1981, FBR is the nation’s oldest and largest organization devoted to educating the public about the essential role of humane animal research in the quest for medical advancements, treatments, and cures for both humans and animals. For more information visit www.fbresearch.org.