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PRESS RELEASE
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Foundation for Biomedical Research Releases Groundbreaking PSA
“Jen’s Story” is a riveting 60-second spot depicting a biomedical researcher, with breast cancer, in search of a cure

WASHINGTON — The Foundation for Biomedical Research (FBR) announced today the release of its new PSA “Jen’s Story.” The 60-second spot introduces viewers to a real biomedical researcher named Jen, who specializes in breast cancer research, and is now herself battling this disease which strikes so many. She is fervently searching for a cure. The spot is produced by FBR’s executive vice president, Paul McKellips, who hopes viewers will understand how biomedical researchers, who often battle disease themselves, use animal research in their quest for cures.

Dr. C. Rollins Hanlon, executive consultant at the American College of Surgeons, said, “This powerful PSA needs to be seen by everyone. It personalizes the role of breast cancer in the life of this young researcher, who is working with mice in the laboratory to find a cure for herself and for all breast cancer patients.”

“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 story is so compelling because it’s real and representative of the research community. 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 and express our gratitude to all researchers.”

FBR encourages anyone in the biomedical research community, who has a personal experience with disease, to contact FBR at info@fbresearch.org to tell their story. FBR plans to launch several PSAs depicting real researchers in their quest for cures. “Jen’s Story” is a free, 60-second spot available for all broadcast use. Please visit www.fbresearch.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.