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**PRESS RELEASE**  
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### **Breast Cancer TV Spot Wins Four Telly Awards**

*“Jen’s Story” is a riveting 60-second TV spot depicting a biomedical researcher, with breast cancer, in search of new breast cancer breakthroughs*

WASHINGTON — The Foundation for Biomedical Research (FBR) announced today its television spot “Jen’s Story” has won four Telly Awards in the 30th Annual Telly Awards competition. Founded in 1978, the Telly Awards is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online film and video.

“This TV spot features a biomedical researcher who studies human breast cancer in rodents,” said FBR president Frankie Trull. “What makes ‘Jen’s Story’ so unique is that she’s a breast cancer patient herself. From research bench to patient bedside, Jen understands the path of animal research discoveries that can lead to clinical trials and ultimately bring a greater quality of life to all breast cancer patients.”

In the 60-second spot Jen tells viewers that she was diagnosed with breast cancer five years ago and after living cancer-free for awhile, her cancer returned. She is currently undergoing breast cancer treatment and therapy while working full-time in breast cancer research.

“Jen’s Story” Telly Awards include: Regional TV & Multi-Market Cable (Low Budget), Regional TV & Multi-Market Cable (PSA), Internet / Online Commercial (Low Budget and Internet), Internet / Online Commercial (Not-for-profit). “Jen’s Story” is available as a free, 60-second PSA for all broadcast use. Please visit [www.fbresearch.org](http://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](http://www.fbresearch.org).*