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PRESS RELEASE

Contact: Liz Hodge
lhodge@fbresearch.org
202.457.0654

Biomedical Research Organization Launches Groundbreaking National TV Campaign

*The ResearchSaves campaign is designed to educate Americans about
biomedical research*

WASHINGTON – The Foundation for Biomedical Research (FBR) announced today it has launched a one-year national animal research education campaign. Since 2004, public support for humane animal research to advance human and animal health has fallen 10 points. The ResearchSaves campaign is designed to counter this drop in public support for biomedical research.

“As we went out and talked with the public, we realized many people truly don’t understand why animals are such a critical part of the scientific process. There is so much misinformation, people don’t appreciate that whether they’re waiting for the H1N1 vaccine to avoid becoming victims of the flu pandemic or taking a high blood pressure medication, they are beneficiaries of animal research. ResearchSaves is designed to correct any misconceptions people might have about biomedical research and to simply explain that animal research is sound, humane, and necessary to save lives,” said Frankie Trull, president of FBR.

Jennifer Strickland is the ResearchSaves national campaign chairwoman. Strickland, who is featured in the campaign’s award-winning TV spot, studies human breast cancer in rodents and is herself, a five-year breast cancer survivor. “ResearchSaves is a powerful tool to help Americans of all ages understand that scientists really are working around the clock to solve dreadful diseases like cancer, Parkinson’s, Alzheimer’s and diabetes,” said Strickland.

After a 90-day pilot market test, FBR successfully moved public opinion with the ResearchSaves campaign. FBR hopes to replicate its success on a national scale with its television spots, targeted outdoor billboard advertising, a daily radio broadcast, a new physician’s “waiting room” magazine, the ResearchSaves.org website and a comprehensive social marketing presence. In just the first three weeks of the ResearchSaves campaign, more than 800 TV spots on 19 national

networks have aired, earning more than 18 million TV household impressions. The multi-million dollar ResearchSaves campaign is supported by the nation's leading academic institutions, non-profit organizations, including hospitals and patient advocacy groups, and healthcare corporations, as well as thousands of individual donors. To learn more about the ResearchSaves campaign contact FBR at researchsaves@gmail.com or 202-457-0654.

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Chartered in 1981, FBR is the nation's oldest and largest advocates for humane and responsible biomedical research. FBR is a full-service, 501(c)(3) advocacy and educational organization delivering marketing, campaign communications, advertising, print, design and television production all in-house. For more information visit www.fbresearch.org.