FOUNDATION FOR BIOMEDICAL RESEARCH

SINCE 1981

Celebrating
40 years of
promoting public
understanding
and support
for responsible
animal research

It is a balance between science, information and heart

Colleagues and Friends,

Advancements in medical care, treatments and diagnostics have come a long way since FBR first began its work in 1981. From improved surgery techniques to HIV/AIDS no longer amounting to a death sentence to remarkable new mRNA vaccines that are saving countless lives in the wake of COVID-19, it's mind blowing to see just how much animal research has delivered. FBR has been there every step of the way shining a light on the incredible research taking place in laboratories around the globe. We stand proud of our accomplishments alongside the accomplishments of the biomedical research community over these last 40 years. The incredible support from our donors, partners and research advocates has kept us running smoothly, helped us create and share thousands of educational materials about the benefits of medical research with animals, and allowed us to break new ground on the frontiers of the internet. With you on our side, FBR will continue to fight for the hearts and minds of the public over the next 40 years. We hope you take time to applaud the efforts of the research scientists, lab animal personnel, and of course the laboratory animals that all make saving lives possible. Here's to 40 more years for animals, for people and for the common good.

Matthew R. Bailey
President, Foundation for Biomedical Research

Dr. Henry S. Friedman
Chair, FBR Board of Directors

It was 40 years ago that a small, forward-looking group of scientists, physicians and veterinarians determined there was a pressing need for public education on the essential role of lab animals in biomedical research. This would be the first time that biomedical research would step outside its comfort zone to do public outreach on this controversial subject.

FBR's first chairman, Dr. Isadore Rosenfeld, a highly regarded cardiologist, TV personality and successful author, brought on a distinguished and varied mix of individuals to serve on the board, with luminaries ranging from Marvin Hamlisch to Dr. Theodore Cooper.

Dr. Rosenfeld was succeeded by the esteemed and world-renowned heart surgeon Dr. Michael DeBakey, and it was with Dr. DeBakey at the helm that more than two dozen Nobelists and Lasker winners joined FBR's efforts. The gravitas of this board helped gain FBR the recognition and trust of mainstream media, which for decades has sought FBR's opinion and expertise on animal research issues of the day.

Much has changed, of course, during FBR's 40 years. In the early days, there were no computers, no cellphones, no social media. All communications were done through print placement, electronic media, such as PSAs, and speeches all over the country. It was the only way to reach people.

For several decades there were also the many threats of violence against scientists and even against FBR staff. Thanks to the efforts of many, led by NABR, FBR's sister organization, those threats have largely disappeared.

Over 40 years, what hasn't changed is the vital need for animals in research. One only need look as far as the current pandemic and the miracle of the new vaccines. Animal models played a vital role as they continue to do in many other areas of basic and biomedical research.

What also hasn't changed over 40 years is FBR's wonderful, dedicated staff who all commit their time, energy and expertise to their important mission.

I know over the next 40 years, FBR will be there to support and educate on the role of biomedical research to improve the lives of people and animals.

Best,

Frankie L. Trull
Founder & former president
Foundation for Biomedical Research

Biomedical Research Advancements

HIV/AIDS

In 1981, HIV/AIDS was a death sentence.

But today people with it can live normal lives by managing symptoms with medications developed thanks to animal research. The study of SIV (simian immunodeficiency virus) with macaque monkeys was essential to develop treatments for HIV/AIDS.

Pediatric Blindness

We're looking at possibly curing pediatric blindness with advances in genetics and genomics.

Scientists have tested gene therapy techniques for safety with monkeys. Gene therapy corrected red-green color blindness in monkeys, researchers reported in 2009. Doctors said in 2020 they tried CRISPR gene editing technology for the first time inside a human to treat an inherited form of blindness. The technology first showed promising results with mice and macaque monkeys.

FBR Accomplishments

1981–1990

FBR is founded in 1981. It is the first organization dedicated to improving human and animal health by promoting public understanding and support for the humane and responsible use of animals in biomedical research.

Educational Videos:

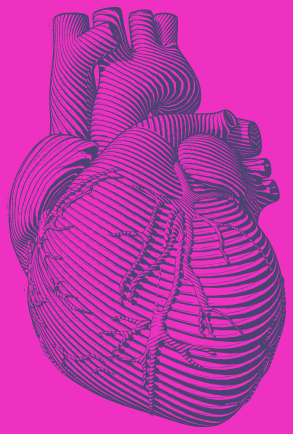
- "Will I Be Alright Doctor?" premiers at a Capitol Hill reception. It explains the critical importance of animal research in R&D.
- "Caring for Life" features veterinarians and veterinary technicians who care for animals in research labs.
- "A Question of Safety" explains the important role of animal research in product safety testing.
- "Hope" and its complementary "Leaders Guide for Group Discussions" tell the story of a young patient saved by the ECMO device, developed with animal research.

Publications:

- "The Biomedical Investigator's Handbook" – an educational guide for researchers working with animal models
- "Portraits of a Partnership for Life: The Remarkable Story of Research, Animals & Man"
- "Research Helping Animals" – a brochure outlining the role of research in enhancing the lives of pets, farm animals and wildlife

– Produces a **speaker's kit**, "The Use of Animals in Biomedical Research," that includes a speaker guide, sample speeches and more

– Distributes a **video news release**, "Helen Hayes Speaks Out in Favor of Animal Research"



Heart Disease

Heart disease surgical techniques are more advanced today than ever before.

Henning Rud Andersen invented transcatheter aortic valve implantation in 1989 and performed the first procedure with a pig that year. The first human to get this aortic valve replacement was in 2002, and the FDA approved the first aortic heart valve device for inoperable patients with severe symptomatic aortic stenosis in 2011.

Heart bypass surgery, which dog research has contributed to, has also improved over the last four decades. In 1982, a human received a permanent artificial heart implant for the first time.

Artificial heart implantation, preclinically tested with animals, can extend the life of patients waiting for a heart transplant and those not eligible for one.

Advancements in heart valve replacement have benefitted our furry friends like dogs and cats.

Parkinson's

The FDA approved DBS for treatment of advanced Parkinson's in 2002.

Research with macaque monkeys led to improvements to manage Parkinson's disease symptoms with deep brain stimulation (DBS). DBS also offers potential for treating other neurodegenerative diseases.

1991–1995

Publications:

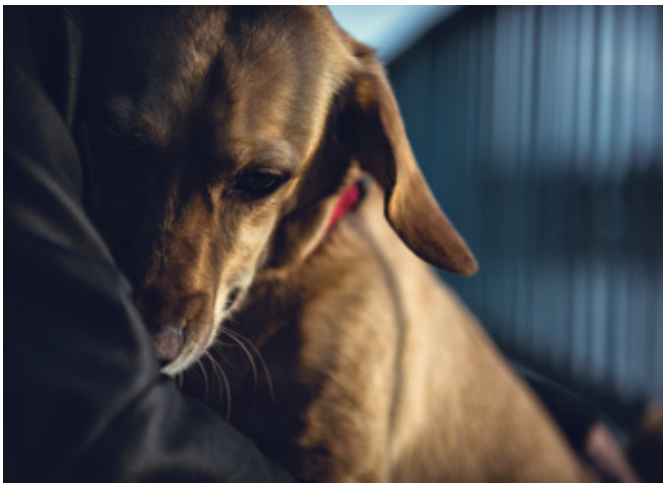
- First series of species-specific facts sheets
- "Animal Research & Human Health: The Use of Animals in Product Safety Testing" report
- "FBR Educational Resources Directory" – a compendium of educational materials on the responsible use of research animals
- "Research Helping Animals" – a book of stories about famous animals helped by advances in veterinary medicine
- "Why are household products tested on laboratory animals? Ask somebody with kids" poster
- "Frequently Asked Questions on Animal Research" brochure

– Holds **10th Anniversary Gala** to mark the first decade of service to the research community

– Releases "Why Should I Stay Awake in Science Class?" – a **video, teacher's guide and classroom poster**

Advertisements in the Los Angeles Times and Variety ask celebrities to reconsider their support of animal rights groups that oppose the use of animals in AIDS research. "Entertainment Tonight" devotes a segment to the campaign.

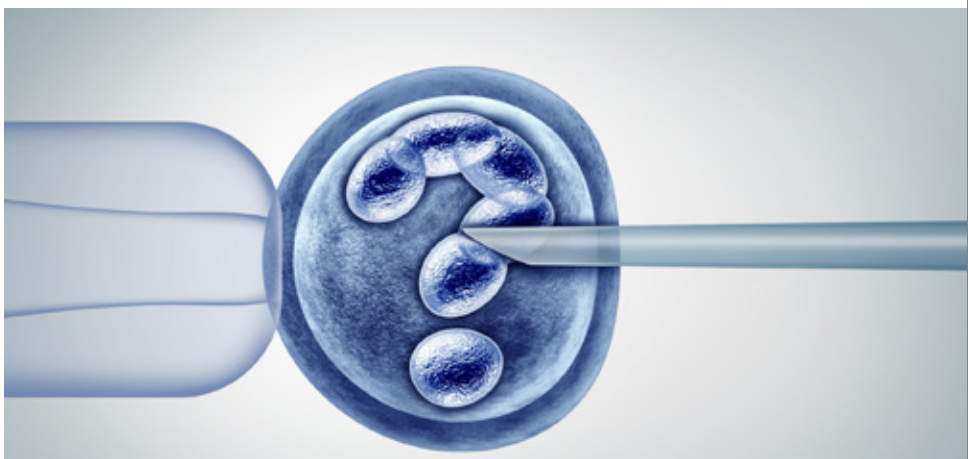
– Participates in the "Free Stuff for Kids" **educational campaign for students**, providing thousands of K-4 school children with the animated video "Science in Action," a teacher's guide and a classroom poster



Sarcoma and Osteosarcoma

Clinical trials in humans and research with pet dogs are taking place at the same time to develop new treatments for sarcoma and osteosarcoma.

But today people with it can live normal lives by managing symptoms with medications developed thanks to animal research. Pet dogs and pet cats can also receive treatments for these types of cancers.



IVF

More than 8 million babies have been born through in vitro fertilization (IVF) since 1978. With increased success rates and advances in reproductive laboratory techniques, more than 8 million babies have been born through IVF. The history of in vitro fertilization (IVF) dates back as early as the 1890s when Dr. Walter Heape at the University of Cambridge reported the first known case of embryo transplantation in rabbits. Rabbits have been essential to the development of IVF and embryo transfer (ET) techniques, as well as guinea pigs, mice and monkeys.

FBR Accomplishments

1996–2000

Publications:

- "Endangered Cures: Animal Rights and the Crippling of Biomedical Research" report
- "Bleeding Hearts, Broken Promises" report looks at Hollywood's conflicting support for disease research and animal rights
- "Animal Research and AIDS" – this booklet explains how animal models are helping researchers understand and treat the disease
- "Women's Health: Developing Treatments and Cures through Animal Research" report
- "Fact vs. Myth" brochure
- "911 Rats" poster illustrates that laboratory rats have saved more lives than 911

Media Coverage:

- Chairman Michael E. DeBakey, MD, writes an editorial published in The Wall Street Journal criticizing celebrities who wear red AIDS ribbons but support animal activist groups.
- TV PSA "Waiting for a Cure" features Travis Roy, a former hockey player who suffered a spinal cord injury.

– Organizes a **consensus letter** signed by more than 20 AIDS organizations endorsing the humane and responsible use of animals in AIDS research

– Conducts the first national market research on effective messages regarding the responsible use of animals in research

– Represents the United States at an international conference discussing the trends and tactics of the animal rights movement

MRI Technology

MRI technology widely used today to produce scans of the body was first available for commercial use in the 1980s.

With advancement in technology and improved techniques, magnetic resonance imaging (MRI) is also used today for research purposes to learn more about diseases such as Alzheimer's. Animal research went into discoveries around MRI. Mice, rats, pigs, goats and sheep are the primary models that contributed to the development of MRI imaging techniques. MRI techniques that were developed for humans have greatly benefitted pet cats and pet dogs.

Eye Surgery

Laser techniques to correct common vision problems have drastically improved. The FDA approved LASIK eye surgery in 1999.

Knowledge gained through research with animals has contributed greatly to improved and safe corrective eye surgeries. The pioneers of LASIK eye surgery treated macaque monkeys and rabbits before conducting the procedure on a patient. FDA approval soon followed.

2001–2005

Publications:

- "Proud Achievements of Animal Research" brochure
- "Vaccines: Preventing Illness, Saving Lives" virtual brochure
- "The Importance of Being a Mouse" digital story booklet for children
- "Domestic Terrorists" poster – publicizes the alarming escalation of violent tactics being embraced by animal extremists

Media Coverage:

- "Survivors" media campaign promotes the vital role that bio-medical research plays in advancing veterinary health and medicine. It consists of 30 second TV PSAs called "SurvivorTales."
- "Best Supporting Role in a Medical Drama" campaign
- "Horse Facts" campaign consists of a media briefing, poster and other educational materials featuring champion racehorse Personal Ensign.

Events:

- Hosts "Spirit of Support" 20th Anniversary Gala, emceed by ABC TV's Sam Donaldson
- Establishes the **Michael E. DeBakey Journalism Awards** program and presents the first awards at the 20th Anniversary Gala
- Hosts "The First 25 Years," a silver anniversary gala, emceed by ABC TV's John Stossel

– Produces "To the Extreme" CD to guide the animal research community in its public outreach efforts

– Launches Total E-Clips daily news summary for the research community

– Receives the 2005 Society of Toxicology Award for Contributions to Public Awareness of the Importance of Animals in Toxicology Research

Minimally Invasive Surgery

Minimally invasive surgery emerged in the 1980s and has become a standard technique in many routine surgical operations.

Swine models (pigs) are standard in training surgeons for minimally invasive laparoscopy and endoscopy and when researching and testing new laparoscopic and endoscopic surgical techniques. Goats and sheep are also studied to develop these surgical techniques.

Breast, Cervical and Blood Cancer

Breast, cervical and blood cancer success rates are higher today than ever before thanks to animal research.

- Rodents, especially mice and rats, are the most popular animal models for breast cancer research.
- Goats and pigs are large animal models for cervical cancer.
- Mice, particularly acute myeloid leukemia (AML) humanized (HU) mice, are the most common small animal models for blood cancer research as well as drug and vaccine development.

FBR Accomplishments

2006–2010

Campaigns:

- "Animal Research Minute" national media campaign
- "ResearchSaves" campaign to educate the public about the importance of animal research

• Media Coverage:

- Frankie Trull's op-ed "Animal rights terrorism" is published in the Los Angeles Times.
- The journal Nature publishes the article "Straight talk with Frankie Trull."
- The NBC affiliate in Raleigh-Durham, North Carolina, airs the PSA "Jen's Story" – a "Survivor Tale" – on two primetime broadcasts.

– Designs a biomedical research puzzle for children

– Places **190 billboards** highlighting the benefits of animal research in Atlanta, Baltimore, Berkeley, Boston, Columbus, Houston, Irvine, Los Angeles and Minneapolis

– Releases the video "Majestic" as part of its "Horse Facts" campaign

– Publishes the print edition of its "Importance of Being a Mouse" booklet for children

Artificial Pancreas for Diabetes Patients

The FDA approved the first artificial pancreas in 2016 following decades of research.

An artificial pancreas includes an insulin pump to treat people with diabetes. The systems, which relied on research with dogs to develop, help with blood sugar management. Beagles, golden retrievers, Labrador retrievers and greyhounds were bred for research to develop this life-saving device.

COVID-19 Vaccines

Advancements in vaccine development led to the availability of COVID-19 vaccines at an unprecedented rate during the coronavirus pandemic.

Decades of animal research went into the mRNA technology used in two vaccines in the U.S. The COVID-19 vaccines that have received FDA authorization were developed thanks to humanized hACE2 mice, nonhuman primates (mostly macaque monkeys), Syrian hamsters and ferrets.

2011–2015

Media Coverage:

- "Bench to Bedside" TV series, licensed to the Australian Broadcasting Corporation, airs in 45 countries.
- Launches the Animal Research Minute podcast, which consists of 710 episodes on 3,000 radio stations

Awards:

- MIP-TV Award in Cannes, France
- 10 Emmy nominations and 12 Telly Awards

– Publishes the ResearchSaves magazine

– Participates in **Grand Rounds** for medical residency training

– Launches the Micro Media 7 blog series to inform universities and companies about the latest biomedical research breakthroughs and foster research collaborations

In Memoriam

We remember and honor each of these individuals' generosity and dedication to FBR and our cause.

FBR Board Members Who Have Left Us

Allan D. Callow, MD, PhD
Research Professor, Boston University School of Medicine

Michael E. DeBakey, MD
Chancellor Emeritus, Baylor College of Medicine

Henry L. Foster, DVM
Founder, Charles River Laboratories

Marvin Hamlisch
Acclaimed Composer, Pianist, Conductor

Hon. C. Everett Koop, PhD
Former U.S. Surgeon General, Professor of Pediatrics University of Pennsylvania School of Medicine

Joseph E.Murray, MD
Chief Plastic Surgeon, Brigham and Women's Hospital

Robert G. Petersdorf, MD
Distinguised Professor, University of Washington in Seattle

Hon. Paul G. Rogers
Former U.S. Representative, 11th Congressional District in Florida

Thomas Starzl, MD, PhD
Distinguished Service Professor of Surgery
University of Pittsburgh School of Medicine

E. Donnall Thomas, MD
Director Emeritus of the Clinical Research Division
Fred Hutchinson Cancer Research Center

FBR Donors Who Have Left Us

Dave Battey III
Information Technology Coordinator, The College of Charleston Office of Research and Grants Administration

Cynthia Benevenga
President, State of Wisconsin League of Women Voters

Gabriel Frommer, PhD
Professor Emeritus, Indiana University Bloomington

Steve Kopperud
Principal, SLK Strategies

Lawrence Rudel, PhD
Eminent Lipid Scientist and Biochemist,Wake Forest School of Medicine

Bernice Wenzel-Jeffrey
Professor Emerita, UCLA Department of Psychiatry and Biobehavioral Sciences and Department of Physiology

IN MEMORIAM:
Steve Kopperud
January 19, 1951–October 19, 2020

Steve was a sought-after strategic communications expert, political strategist and public speaker. From his first Farm Bill in 1985 until his last in 2018, he was a respected lobbyist on Capitol Hill, at the U.S. Department of Agriculture and in the White House. He was proud to say that as a lobbyist he never lost a major political issue working for issues and clients he believed in. He supported FBR's mission throughout his career and is deeply missed.

FBR Accomplishments

2016–2021

Campaigns:
- Critical role of nonhuman primates in medical research campaign consists of a booklet, infographic, white paper and more
- LASAR campaign, which stands for "Love Animals? Support Animal Research!"
- More than 100,000 LASAR brochure copies are distributed in English, Spanish and French
- English and Spanish "Animal Research: Perceptions vs. Reality" brochures
- Canine research infographics
- "Conquering Coronavirus" infographic

Educational Videos:
- YouTube miniseries on the role of animals in biomedical research
- Surpasses **1.7 million views on YouTube**

Publications:
- "911 Mice" poster illustrates that laboratory mice have saved more lives than 911

– Begins distributing its weekly SmartBrief with timely news articles on biomedical research involving animals

– Launches the "Share My Story" blog series

– Wall Street Journal publishes the op-ed "Love Your Dog, Support Animal Research" by FBR President Matthew R. Bailey

– STAT News publishes an op-ed by FBR President Bailey on the importance of nonhuman primates for HIV/AIDS research

– Holds first ever pet photo contest and launches the FBR Real Pet Stories™ series with pet health blog posts from photo contestants

– Launches a **COVID-19 resources page** tracking news related to animal research during the pandemic

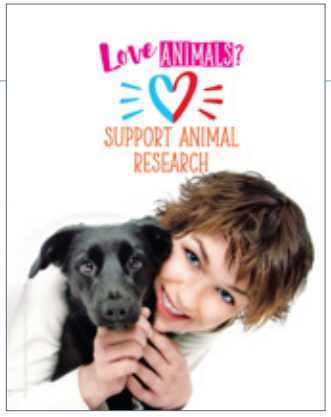
– Releases a **communication manual** that includes messaging, a guide for crisis communications and more

– Establishes an online library for its signature polls

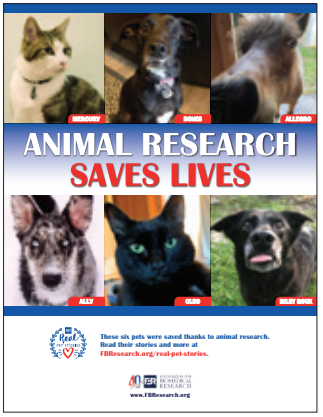
– FBR releases its "COVID-19 Unsung Vaccine Heroes" PSA video. It is a long overdue thank you message to lab animal veterinarians, vet techs, lab animal caretakers and most of all, lab animals.

Campaigns Over the Years

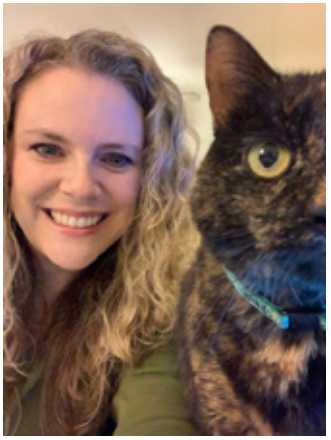
This poster is part of FBR's Survivors campaign. Thousands of billboards were placed nationwide. TV and radio public service ads aired more than 800 times on TV and radio networks.

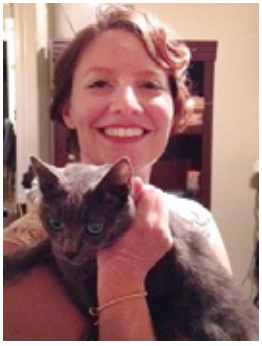


FBR has distributed more than 100,000 copies of the LASAR brochure and over 9,000 LASAR-branded giveaways. Media coverage of the LASAR campaign has garnered more than 15 million readers.



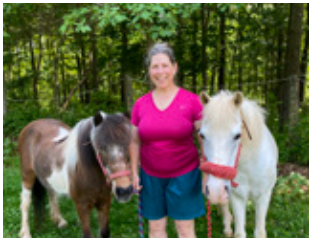
FBR Real Pet Stories™





There's only one thing better than a good pet story — a good pet story that demonstrates how animal research benefits our beloved pets and family alike.

It's informative and it discredits falsehoods about animal research. FBR Real Pet Stories™ is a first-of-its-kind campaign designed to share pet tales from real people working in our community. These pet health stories demonstrate how animal research saves lives and improves care time and time again.



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