

## HELEN KELLER FOUNDATION

FOR RESEARCH & EDUCATION

*Saving sight, speech & hearing*

**For Immediate Release**

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### **INAUGURAL HELEN KELLER FOUNDATION/PFIZER OPHTHALMICS AWARD RECIPIENT ANNOUNCED**

***Dr. Lawrence Morse selected to receive inaugural award in area of age-related macular degeneration***

**Carlsbad, CA** – February 23, 2006 – The Helen Keller Foundation announced today that Dr. Lawrence Morse is the recipient of the inaugural Helen Keller Foundation/Pfizer Ophthalmics Research Award for his work in the field of age-related macular degeneration (AMD). The award recognizes excellence in research and fundamental scientific discoveries.

“The Helen Keller Foundation is pleased to team up with Pfizer Ophthalmics to provide this valuable award to a leader in the eye research field,” said Laura Beckwith, Executive Director of the Helen Keller Foundation for Research and Education. “The selection committee was impressed by Dr. Morse’s commitment to research in macular degeneration.”

“We work through partnerships with organizations interested in saving sight. Pfizer Ophthalmics is renowned for its recent sight saving research contributions, and the company is a worthy partner for Helen Keller’s legacy,” stated Dr. Robert Morris, President of the Helen Keller Foundation for Research and Education.

Lawrence Morse, M.D., Ph.D., a Professor of Ophthalmology and Director of Retina Services at UC Davis, proposed a project entitled, “Can Cholesterol Lowering Agents Reduce Apoptosis and Tissue Specific Cholesterol Deposits Induced in Mice Red Atherosclerotic Diets?” The award in the amount of \$40,000 will go towards helping Dr. Morse complete his research.

“Pfizer Ophthalmics is proud to partner with the Helen Keller Foundation to further excellence in research in age-related macular degeneration,” said Michael Widlitz, Vice President, US Medical, Pfizer Inc. “Dr. Morse’s research in AMD spans numerous sub-specialties, and we are happy to support his efforts.”

The selection committee reviewed 9 applications for the inaugural award in the field of AMD. The award will be presented during the main session of the annual Macula Society meeting in Carlsbad, CA on Thursday, February 23, 2006.

The Helen Keller Foundation/Pfizer Ophthalmics Research Awards will be presented annually to a researcher in the fields of glaucoma and macular degeneration. Two separate research awards in the amount of \$40,000 will be presented.

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