

CELEBRATING BRAD

Celebrating Biomedical Research Awareness Day Across Canada

Biomedical Research Awareness Day (BRAD) is an international outreach program through Americans for Medical Progress (AMP) a nonprofit organization that aims to raise public awareness about the role of animals in biomedical research and the medical advancements that benefit both humans and animals.

Thanks to their partnership with CALAS/ACSAL, BRAD is now making waves across Canada. Together, they are expanding outreach efforts to ensure more people understand the vital role animals play in scientific discovery.

In addition to being a celebration of science, BRAD is also a powerful tool for promoting transparency in animal research. As public interest in research ethics and accountability grows across Canada, BRAD offers institutions, researchers, and animal care staff the tools to openly communicate about how and why animals are used in science.

For those looking to be more transparent about their work, whether with the public or even within your institution, BRAD offers a ready-made platform to foster understanding, share accurate information, and celebrate the shared goal of advancing animal and human health.

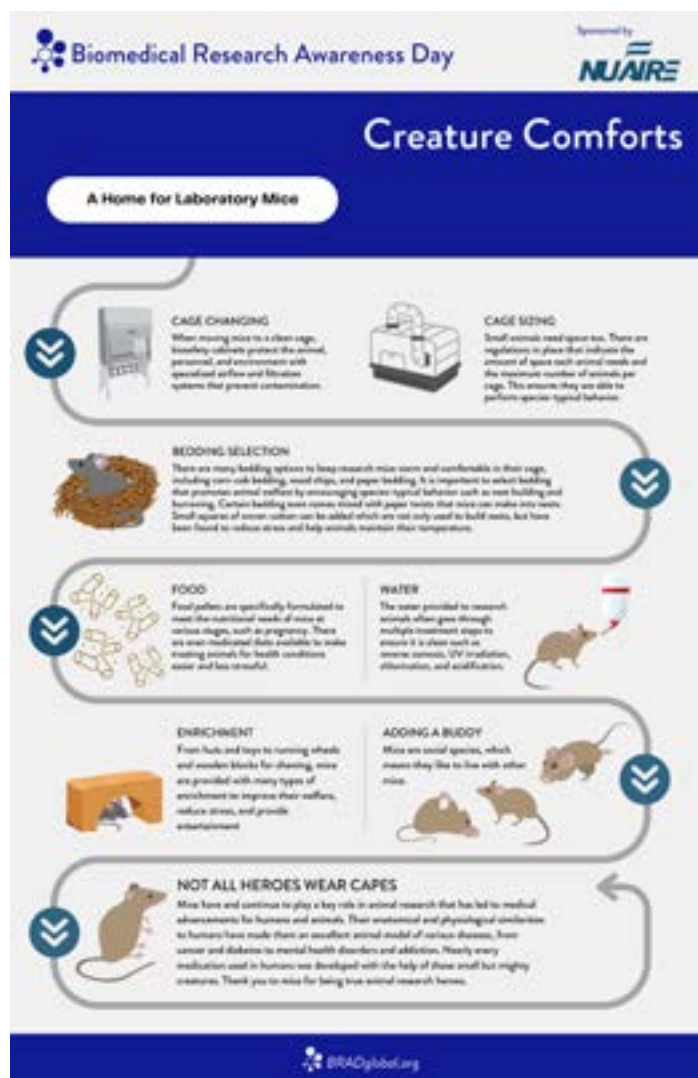
BRAD is celebrated annually on the third Thursday in April and how you choose to celebrate is up to you! Anyone passionate about science and advocacy can host their own completely customizable BRAD event. It can even take place on a different day or time of year. Institutions are encouraged to organize activities that allow staff, students, and community members to engage with preclinical research in fun, interactive ways. Events might include educational booths or tables, science, or trivia contests, lunch-and-learns, or even research facility and vivarium tours for those who are able to offer them. BRAD also host a free educational webinar that all are welcome to attend.

By registering an event at BRADglobal.org, participants receive a **BRAD Box**, packed with educational handouts, posters, prizes, and more. The box helps organizers create impactful, engaging events.

BRAD also offers a wealth of free resources, including printable posters, handouts, colouring sheets, and games like *Fact or Fiction*, *BRAD Bingo*, and *Enrichment Jeopardy*. Whether you're planning a classroom takeover, a science night, or a community tabling event, BRAD's planning guides help make it easy. Have you hosted a BRAD event and now want to take it a step further? Become a **BRAD Champion**! Champions help spread the message by connecting with local institutions, promoting BRAD, and assisting others in hosting events. Champions also receive a special gift, leadership opportunities, and the satisfaction of making a real difference in science communication.

Join the movement — speak up for science, celebrate discovery, and help build a better understanding of biomedical research today!

Learn more and get involved at BRADglobal.org.



Example poster