



HAUPTMAN - WOODWARD
MEDICAL RESEARCH INSTITUTE, INC.

PRESS RELEASE

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HAUPTMAN-WOODWARD COMMEMORATES 60 YEARS- UNVEILS NEW BRAND

Buffalo, NY- On November 1, 1956, Dr. George Koepf and Helen Woodward Rivas founded the Medical Foundation of Buffalo. The organization in 1994 was renamed the Hauptman-Woodward Medical Research Institute to recognize the synergy between science and the philanthropy, epitomized by HWI's Nobel Laureate Dr. Herb Hauptman and primary benefactor, Helen Woodward Rivas. Ms. Rivas's gift of \$3 million in 1956 is the equivalent of \$26 million today.

In recognition of the independent research institution, Congressman Brian Higgins states, "As we mark your 60th anniversary, know that we are proud of your commitment to live up to your motto, 'The Cures Begin Here', which continues to put Buffalo on the map as a leader in scientific innovation."

Hauptman-Woodward President and CEO, Edward Snell, PhD states, "Since 1956, our researchers have been working to make the world a healthier place. Treatments and cures result from what we did, what we do, and what we will do in the future."

As the Institute moves into its next 60 years, its Board of Directors, researchers and administrative team are presenting a new brand after engaging with Eric Mower and Associates. The new logo portrays as a graphic element the independent research institution's iconic structure, the first new construction on the Buffalo Niagara Medical Campus, which was designed by world-renowned architect Mehrdad Yazdani. A new website has gone live as well at hwi.buffalo.edu.

ABOUT HWI

Hauptman-Woodward Medical Research Institute's work improves human health by studying the causes of diseases, as well as potential therapies, at their basic molecular level. HWI is a founding member of the Buffalo Niagara Medical Campus, and resides in a state-of-the-art research facility at 700 Ellicott Street. For more information, visit hwi.buffalo.edu.

PLEASE SEE ATTACHED FOR USE: NEW LOGO AND CEO PORTRAIT.