The Israel Public Relations Association has awarded a Roaring Lion Award to the Hebrew University of Jerusalem in the category of education for its public relations campaign launching the Edmond and Lily Safra Center for Brain Sciences at the university.

The award was accepted at a ceremony on July 2 in Tel Aviv by representatives of the Media Relations Department of the university, which initiated the campaign. The campaign was designed to arouse interest in the area of brain research, still one of science’s mysteries, and to enhance public awareness of the university as a center of outstanding scientific research and in particular as a home for some of the world’s leading scientists in brain research. Receiving the award were Orit Sulitzeanu, spokesperson of the university; Libi Oz, assistant spokesperson; and Jerry Barach, foreign press liaison.
The Israel Public Relations Association is the organization representing people working in public relations and as spokespersons in Israel and encompasses some 400 members.

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