



PFIZER CANADA CARDIOVASCULAR RESEARCH AWARDS PROGRAM CURRENTLY ACCEPTING ENTRIES

~ Program offers a number of awards in support of Cardiovascular research in Canada ~

KIRKLAND, Quebec (February 17, 2010) – Pfizer Canada is currently accepting entries for its seventh round of competition for the Pfizer Cardiovascular Research Awards program (CVRAP). The program, first launched in October 2005, was developed to fund and support independent cardiovascular research in Canada.

The Pfizer CVRAP is open to all researchers interested in cardiovascular disease, including physicians, academics and pharmacists. The awards offer Canadian scientists an opportunity to conduct important research in the area of Cardiovascular disease. Specific awards that have been recently added to the program include:

- The Kidney Foundation of Canada/Pfizer Canada-Cardio-Renal Research Award
- The Canadian Hypertension Society/Pfizer Award
- The Cardiovascular Health Network - Pfizer Canada Grant for the Future
- The Jean Davignon Distinguished Cardiovascular-Metabolic Research Award
- The Ontario Lung Association/Pfizer Canada Awards

The competition closes on April 2nd, 2010. Award recipients will be announced at the Canadian Cardiovascular Congress in October 2010 and other selected venues in the Fall. Details on accepted research themes, eligibility and other requirements are available online and proposals can be submitted at www.pfizercv.ca.

“Canadians run a high risk of developing cardiovascular disease as 90 per cent have at least one risk factor for heart disease or stroke,” says Dr. Bernard Prigent, Vice President and Medical Director, Pfizer Canada. “Pfizer is committed to improving the cardiovascular health and quality of life of Canadians by investing in the stellar research being conducted by Canadian scientists.”

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About the Pfizer Cardiovascular Research Awards Program

A grant competition funded by Pfizer Canada, the CVRAP aims to fund and support independent research through basic, clinical, patient care enhancement, epidemiology or outcome research projects in the area of cardiovascular and metabolic diseases. All proposals are reviewed and selected by an independent committee of over 20 Canadian cardiovascular experts, chaired by Dr. Jean-Claude Tardif, Director of Research, Montreal Heart Institute and professor of medicine at the Université de Montréal. Since the program's inception in 2005, there have been 44 awardees who shared a total of over \$7.5 million to conduct their research.

ABOUT PFIZER CANADA INC.

Pfizer Canada Inc. is the Canadian operation of Pfizer Inc., the world's leading biopharmaceutical company. The company is one of the largest contributors to health research in Canada. Our diversified health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer Canada employees work to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. We apply science and our global resources to improve the health and well-being of Canadians at every stage of life. Our commitment is reflected in everything Pfizer does, from our disease awareness initiatives to our community partnerships, to our belief that it takes more than medication to be truly healthy. To learn more about Pfizer's *More than Medication* philosophy and programs, visit morethanmedication.ca. To learn more about Pfizer Canada, visit www.pfizer.ca.

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