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**AOTF LAUNCHES "RESEARCH MATTERS!"
50th ANNIVERSARY FUNDRAISING CAMPAIGN**

March 13, 2015

In celebration of its 50th Anniversary, the American Occupational Therapy Foundation (AOTF) is pleased to announce a special fundraising campaign, "Research Matters!"

The Campaign will fund practice-related research, train scientists, support capacity-building & mentoring programs and promote scientific publications to communicate the results of occupational therapy research.

"Since 1965, the AOTF has been working to advance the science of occupational therapy" remarked AOTF Board Chair Diana Ramsay. "The Research Matters! 50th Anniversary Fundraising Campaign provides us with an incredible opportunity to celebrate the past and position us for the 21st Century ensuring that people who need occupational therapy have access to the most effective services."

Commenting on the Campaign, Dr. Charles Christiansen, chief executive officer of AOTF, stated: "The need for credible research is accelerating. Today's health care insurance providers require research evidence as a condition for payment. Consumers also seek evidence to make informed decisions. Research matters because it ensures the safety and effectiveness of occupational therapy practice."

Major support for the campaign has been received from both the American Occupational Therapy Association, Inc. and the National Board for Certification in Occupational Therapy, Inc. These leadership gifts recognize AOTF's important role in supporting research during its first 50 years and provide a significant funding base for critically-needed intervention research now and into the future.

AOTF invites forward thinking individuals and organizations to join the 50th anniversary festivities and support the "Research Matters!" Campaign. Learn about giving opportunities at www.aotf.org.

About AOTF

The American Occupational Therapy Foundation is a 501 (c)(3), charitable, scientific and educational foundation founded in 1965. Its mission is to advance research, education and public awareness for occupational therapy so that all people may participate fully in life regardless of their physical, social, mental or development circumstances. Learn more at www.aotf.org.

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