

Mr Neil Lawrence & Mrs Tanya Jones
Lawrence Creative Strategy
Level 4, 1 Kent Street
Millers Point NSW 2000

18 November 2014

Re: Centenary Institute Lawrence Creative Prize

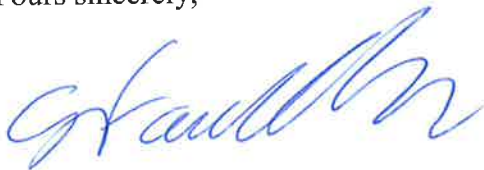
Dear Neil and Tanya,
I wanted to personally thank you for supporting the Lawrence Creative Prize. To me, this award is important as it is an acknowledgement that new ideas and creativity are essential to successful biomedical research. One of the stumbling blocks to progress in science, and I would imagine in business as well, is the tendency to stick with what is safe and known out of fear of being associated with ideas that ultimately fail. Indeed, my work on neuroscience and memory is not guaranteed to succeed, but it will not be for a lack of trying or, thanks to you and others, a lack of support. Despite the continuing impact of mental illness and dementia on individuals and society, it is heartening to think that we will eventually be able to treat these conditions through a better understanding of their causes.

As with many worthy endeavours, curing disease is costly. Funding for prizes and research projects from individuals and businesses is absolutely crucial to our future successes. As such you should be congratulated for getting involved, and for providing an example to others. This is a wonderful thing to do.

Winning the award is also important to me personally as it is a statement that my work is interesting and worth pursuing. Receiving recognition will encourage me to continue to work hard and keep pushing the boundaries of science, and at the same time do my utmost to live up to the expectations of receiving such a prestigious award.

Thank you again for your support, it is much appreciated.

Yours sincerely,



A/Prof Geoff Faulkner
Principal Research Fellow
MRI-UQ

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