



Press Release

A NEW INTERDISCIPLINARY CENTER DEDICATED TO THE NEUROSCIENCE OF SOCIAL BEHAVIOR, HAS BEEN ANNOUNCED WITH A \$25 MILLION GIFT

November 15, 2021—Richard P. Lifton, president of The Rockefeller University, today announced a gift of \$25 million from Michael and Vikki Price to establish the Price Family Center for the Social Brain, a groundbreaking interdisciplinary initiative that will expand the

While treating such disorders and improving human lives are primary goals, scientists in the center are positioned to leverage a novel combination of social model organisms to determine the conserved and core features of the social brain. Research in these areas at Rockefeller has already provided critical insights into the neural mechanisms that under