



The Australian Society for Medical Research

ASMR Medical Research Week® June 2010

MEDIA ALERT- EMBARGOED UNTIL 11:30am, WEDNESDAY JUNE 9, 2010

The Electrifying Baroness Susan Greenfield, ASMR Medalist 2010

Baroness Susan Greenfield is Professor of Pharmacology at the University of Oxford, where she leads a multi-disciplinary team investigating neurodegenerative disorders. She is the Director of the Oxford Centre for the Science of the Mind, exploring the physical basis of consciousness and Director of the Institute for the Future of the Mind, which explores the parallels between the brains of the very young and very old, and how they are all vulnerable to technology, chemical manipulation, and disease.

Voted Honorary Australian of the Year in 2006, she is ranked as one of the 50 most powerful women by the *Guardian* newspaper, and 14th in the "50 Most Inspirational Women in the World" by *Harpers and Queen*. She is the author of seven books including *"The Private Life of the Brain"* and *"Tomorrow's People: How 21st Century Technology Is Changing the Way we Think and Feel"*, a Broadcaster, Television Presenter and gifted science communicator!

Speaking at the National Press Club today, Baroness Greenfield will talk about how the human brain develops, its personalization through unique neuronal connections, how much we understand and how far we have to go to prevent neurodegenerative diseases particularly Alzheimer's and Parkinson's.

News Editors/Chiefs of Staff, please note:

WHAT: National Press Club NAB Address

WHEN: 11.30am, Wednesday 9 June 2010

WHERE: 16 National Court, Barton, Canberra.

WHO: ASMR Medallist 2010 Baroness Susan Greenfield CBE

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Media resource material available from: <http://www.asmr.org.au/GreenfieldBackground.pdf>



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