



The Australian Society for Medical Research

ASMR Medical Research Week® June 2010

MEDIA ALERT Tuesday June 8

## BARONESS SUSAN GREENFIELD CBE

ASMR MEDALLIST 2010

Once described by Tim Radford, Science Editor of The Guardian as being '*like electricity, shocking but also illuminating*', Baroness Greenfield will speak this evening at the ASMR Medical Research Week® Dinner (Doltone House, Pyrmont) on

### “The Future of the Ageing Brain”.

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 21<sup>st</sup> Century Technology Is Changing the Way we Think and Feel*", a broadcaster, television presenter, gifted science communicator and *Adelaide's Thinker in Residence 2004-05*.

Baroness Greenfield has said, "*Academics talk about 'dumbing down' and think you can't grubby your hands in the real world. [However] it's more intellectually challenging to make salient, complex points sound simple.*" She believes we need a society where "*to talk about science is as natural as talking about football*".

The glamorous Lady Greenfield is a leading expert on neurodegenerative diseases, specializing in Alzheimer's and Parkinson's. She is also powerfully outspoken about the challenges women face trying to break into the often male establishment of science. "It is crazy to eliminate 50 per cent of the talent," she has argued.

*"I wish women could be more assertive... My parents brought me up to fight my own corner, ask questions, be accountable for what I do and always speak my mind, which has got me into trouble. But above all, I believe the individual trumps everything and that is our marvelous birthright..."*

### Interview and photo opportunities

**Media Contacts:** Kristen Nowak 0431 568 651 or Catherine West 0415 928 211

Further information from [www.asmr.org.au](http://www.asmr.org.au)



The ASMR Medical Research Week®  
undertaken by  
The Australian Society for Medical Research  
is supported by funding from  
  
The Australian Government  
Department of Health and Ageing

Major National Sponsor of ASMR MRW®