



The Australian Society for Medical Research

ASMR Medical Research Week® June 2010

MEDIA ALERT Monday June 7

Health and Medical Researchers in SA welcome the ASMR Medallist 2010

BARONESS SUSAN GREENFIELD CBE

Well known to South Australians, Baroness Greenfield returns to Adelaide today as the ASMR Medallist 2010. She will be speaking this evening at the ASMR Medical Research Week ® Dinner at the Adelaide Pavilion Restaurant.

Once described by Tim Radford, Science Editor of The Guardian as being '*like electricity, shocking but also illuminating*', Baroness Greenfield will speak this evening on

“The Future of the Ageing Brain”.

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".

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, gifted science communicator and *Adelaide's Thinker in Residence 2004-05*.

Susan Greenfield is a leading expert on neurodegenerative diseases, specializing in Alzheimer's and Parkinson's.

Interview and photo opportunities

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Further information from www.asmr.org.au



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