



The Australian Society for Medical Research

ASMR Medical Research Week® June 2010

**MEDIA ALERT**

**ASMR Medical Research Week® Dinner**

June 3, 2010  
Cascade Visitors Centre

Health and Medical Researchers in Tasmania welcome the ASMR Medallist 2010

**BARONESS SUSAN GREENFIELD CBE**

***“The Future of the Ageing Brain”***

A world expert in neurodegenerative diseases specializing in Alzheimer's and Parkinson's, Baroness Greenfield is in Hobart today for the ASMR Medical Research Week® Dinner.

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 and gifted science communicator!

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”*.

**Interview and photo opportunities**

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



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