



The Australian Society for Medical Research

ASMR Medical Research Week® June 2010

MEDIA ALERT Thursday June 10

BARONESS SUSAN GREENFIELD CBE
ASMR MEDALLIST 2010

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

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 (Hilton on the Park) 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"*. She said *"Once we have a society where science is as exciting as football, and where attending a science lecture or debate is as relevant and fun as going to the cinema, only then will we be truly empowered as a society to harness science for what we want in life, rather than the other way round."*

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*.

**ANNOUNCEMENT AND PRESENTATION OF THE COMMONWEALTH HEALTH MINISTER'S AWARD FOR EXCELLENCE IN HEALTH AND MEDICAL RESEARCH BY
Hon MARK BUTLER MP
PARLIAMENTARY SECRETARY FOR HEALTH AND AGEING**

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