

MEDIA ALERT Friday June 11

WESTERN AUSTRALIA WELCOMES

BARONESS SUSAN GREENFIELD CBE ASMR MEDALLIST 2010

The glamorous Lady Greenfield, a pioneering scientist and world leading expert on neurodegenerative diseases will speak this evening at the ASMR Medical Research Week® Dinner (Perth Convention Exhibition Centre) on -

“The Future of the Ageing Brain”

Specializing in Alzheimer’s and Parkinsons diseases, she speaks of a world in the not too distant future, where people who have a susceptibility to neurodegenerative diseases like Parkinson’s and Alzheimer’s are identified early and provided with treatment to prevent onset.

Once described by Tim Radford, Science Editor of The Guardian as being 'like electricity, shocking but also illuminating', 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". "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*.

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Further information from www.asmr.org.au

