



Brain Awareness Week 2007 Winston-Salem, NC

Nationally recognized experts on brain function, Alzheimer's disease, depression, Parkinson's disease and other areas of neuroscience will take part in Winston-Salem's celebration of Brain Awareness Week (BAW) 2007.

Brain Awareness Week is March 12-18, with local events planned throughout the month of March. Internationally, BAW events will be held in more than 65 countries by nearly 2,000 organizations. The week is designed to highlight the wonders of the brain and nervous system and to help people of all ages and backgrounds understand more about the "universe between their ears." Brain Awareness Week is an international effort organized by the **Dana Alliance for Brain Initiatives** and the **Society for Neuroscience** to advance public awareness about the progress and benefits of brain research.

*All Winston-Salem BAW events have been organized by:
Targacept and Wake Forest University Baptist Medical Center's Brain Awareness Council*

March 6

8:15 a.m. - 12:30 p.m.

Southwest Elementary School "Brain Fair"

Southwest Elementary School, 1631 Southwest School Rd, Clemmons, NC

Neurobiology graduate students from Wake Forest University Baptist Medical Center will present a "brain fair" with interactive brain stations for students of Southwest Elementary School.

Contact: Christina Hugenschmidt 336-716-0972 chugensc@wfubmc.edu

March 13

9:00 a.m. - 2:30 p.m.

Middle School Brain Awareness Day

SciWorks

400 Hanes Mill Road, Winston-Salem, NC

A fascinating field trip! See the Brain Awareness stations manned by Wake Forest University School of Medicine Neurobiology graduate students and Targacept's neuroscientists. Age range: Middle school.

Learn about these cool neuroscience topics: Memory and Recall.....The Biology of Reading.....Visual Illusions..... Multi-Sensory Integration.....The Human Brain.....Comparative Animal Brains.....Synaptic Transmission.....Drug Research..... Hearing and the Brain.....Beyond College - Health Career Options for Your Student.

Registration required. Free admission.

Contact: Tiffany Weisner 336-714-7105 tweisner@sciworks.org www.sciworks.org

March 16

9:30 a.m. - 5:00 p.m.

Neuroscience of the Ailing Brain: New Horizons of Mechanism and Treatment

Babcock Auditorium, Wake Forest University Baptist Medical Center

Medical Center Blvd., Winston-Salem, NC

Host: Western North Carolina Chapter of the Society for Neuroscience

Sponsors: North Carolina Biotechnology Center, American Association of Anatomists, Society for Neuroscience

Five medical experts discuss dyslexia, amyotrophic lateral sclerosis, Parkinson's disease, Alzheimer's disease and schizophrenia.

General public and professionals are invited to attend.

Registration via website required for lunch. Free admission. Lunch and coffee breaks provided.

Contact: Dwayne W. Godwin, Ph.D. 336-716-9437 sfn@wfubmc.edu www.wfubmc.edu/sfn

March 20

7:00 - 9:00 p.m.

Is There New Hope for Depression?

Piedmont Club

200 West 2nd St., 19th Floor, Winston-Salem, NC

Depression is a serious medical condition that affects the mind and body.

It is an illness, in the same way that diabetes, heart disease and cancer are illnesses.

Depression can strike anyone regardless of age, ethnic background, socioeconomic status, or gender.

Five medical experts will discuss depression's causes and treatments, antidepressants and suicidal thoughts, new treatments on the horizon and self-help strategies that may or may not involve medications.

Registration required. Free admission. Dessert buffet.

Contact: Debra Perret 336-480-2226 debra.perret@targacept.com www.targacept.com

March 23

9:00 a.m - 4:30 p.m.

Careers in Neuroscience

Targacept

200 E. First Street, Suite 300, Winston-Salem, NC

Targacept invites students and professors from Triad-area universities to tour our offices and labs, and enjoy an overview of careers in neuroscience and the world of biopharmaceutical development.

Scientific publications made available through the Dana Foundation and Society for Neuroscience, created especially for Brain Awareness Week, will be available for all attendees.

Registration required. Free admission.

Contact: Debra Perret 336-480-2226 debra.perret@targacept.com www.targacept.com

March 24

11:00 a.m. - 2:00 p.m.

Brain Power! Family Fun with Neuroscience

Children's Museum of Winston-Salem

390 S. Liberty Street, Winston-Salem, NC

Bring the whole family out to the museum to explore the fascinating world of neuroscience! Grad students and scientists will help you understand how the brain works with special exhibits selected for elementary age children. See human brains and animal brains, test your memory, enjoy multisensory illusions, create a neuron and more! Age range: Elementary school.

And you'll get cool brain souvenirs, too!

Members free. Fee for non-members is \$6 per person. Educators and children under 1 admitted free.

Contact: Barbara Shore 336-723-9111, ext. 203 bshore@childrensmuseumofws.org www.childrensmuseumofws.org

March 26

12 noon - 1:00 p.m.

When the Brain Works and When it Doesn't: Views from Neurology and Psychology

Salem College, Corrin Refectory

601 S. Church Street, Winston-Salem, NC

A fascinating lecture by Clark Pinyan, M.D., a Board-certified neurologist, and Mary Jacobsen, Psy.D., assistant professor of psychology on why and how the brain works....and what happens when things go awry.

Please note, there is a \$5.15 charge for lunch for those not on the Salem meal plan. A light lunch is available in the Club Dining Room. Additional meal choices are available in the main dining room. After visiting the buffet, bring your tray downstairs for the lecture. No registration required. Please arrive early to purchase your lunch.

For directions and more information, visit www.salem.edu/cultural_events/ or call 336 917-5313.