



Brain Awareness Season 2008

Winston-Salem, NC

Nationally recognized experts on brain function, brain imaging, stroke, schizophrenia, traumatic brain injury and other areas of neuroscience will take part in Winston-Salem's celebration of Brain Awareness Season 2008.

Brain Awareness Week (BAW) 2008 is March 10-16; our local events have been planned for March and April. Internationally, BAW events will be presented in 69 countries by over 2,000 organizations. The events highlight the wonders of the brain and nervous system, to help people of all ages and backgrounds understand more about the "universe between their ears." BAW 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 Brain Awareness events have been organized by:

The Brain Awareness Council (BAC) of Wake Forest University's Graduate School of Arts and Sciences and Targacept.

Visit the BAC website at: www.brainawareness.info.

Sunday, March 2

Wake Forest University

Ring Theatre

Scales Fine Arts Center

Winston-Salem, NC

2:00 - 4:30 p.m.

"Wings" and Open Forum Discussion

"Wings" is a moving play about a former female wing-walker who has a stroke and is dealing with the aftermath.

The play's author, Arthur L. Kopit, is a Tony-nominated playwright.

At 3:30 p.m., join us for a one-hour Open Forum Discussion with Jeffrey M. Craig, M.D., Neurology, WFUBMC, Dwayne Godwin, Ph.D., Assoc. Prof., Neurobiology/Anatomy, WFUSOM, & the play's director, Cindy Gendrich, Ph.D., Assoc. Prof., Theatre, WFU.

Play admission: \$12 Adult; \$5 Student. Reservations recommended; 758-5295. Free parking.

Open Forum session at 3:30 p.m. is free. Forum contact: Dwayne W. Godwin, Ph.D., 336-716-9437, dgodwin@wfubmc.edu

"Wings" opens on February 21 for nine performances. Please call WFU at 336-758-5295 for other performance dates.

Tuesday, March 4

SciWorks

400 Hanes Mill Road

Winston-Salem, NC

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

Middle School Brain Awareness Day

Fascinating Brain Awareness stations manned by WFU neurobiology graduate students and Targacept's neuroscientists.

Learn about these cool neuroscience topics: Memory and Recall.....Visual Illusions.....

Multi-Sensory Integration.....The Human Brain.....The Brain and Vision.....Comparative Animal Brains.....Neurons.....

Hearing and the Brain.....Visual Adaptation.....Beyond College - Health Career Options

Free admission for Forsyth County schools; regular school rates apply for out-of-county schools. Classes must pre-register.

SciWorks members free. Non-member fees: \$10 Adult; \$7 Student/Senior; \$5 Ages 2-5; Free Under 2. Free parking.

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

Saturday, March 15

Children's Museum of Winston-Salem

390 S. Liberty Street

Winston-Salem, NC

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

Brain Power! Family Fun with Neuroscience and Brain Art Contest

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 pre-school and elementary age children. See human brains, animal brains, enjoy multisensory illusions, create a neuron and more! And you'll get cool brain souvenirs, too!

Winning entries in the Brain Art Contest will also be on display. Brain Art Contest entries due to the museum by 5 p.m. on 3/3.

Members free. Special fee for non-members is \$3 (normally \$7). Children under 1 admitted free. Free parking.

Contact: Eric Kerchner 336-723-9111, ext. 206 ekerchner@childrensmuseumofws.org www.childrensmuseumofws.org

Tuesday, March 18

Salem College Fine Arts Center Hanes Auditorium Winston-Salem, NC

2:30 - 5:00 p.m.

Screening of "A Beautiful Mind"

John Nash, a math prodigy, saw the world in a way that no one else imagined. This movie chronicles his meteoric rise, his ability to solve problems that baffled the greatest of minds and how he overcame years of suffering from schizophrenia to win the Nobel Prize.

6:00 - 8:00 p.m.

Schizophrenia: Fragments of Consciousness and "A Beautiful Mind," Reconsidered

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

Medical experts and those experienced with schizophrenia support groups will discuss schizophrenia's causes and treatments, family and societal implications and new drug treatment approaches.

Registration requested, by 3/14/08. Free admission. Free parking. Dessert buffet in the evening.

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

Friday, April 4

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

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

Careers in Neuroscience

Targacept invites students and professors from Triad-area universities to hear an overview of careers in neuroscience and the world of biopharmaceutical development and tour Targacept's offices and labs. (30 per session, 4 sessions)

Neuroscience publications from the Dana Foundation and Society for Neuroscience will be available for all attendees.

Registration required, by 4/2/08. Free admission. Free parking.

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

Thursday, April 17

Salem Fine Arts Center Shirley Auditorium Winston-Salem, NC

5:30 - 6:30 p.m.

Fantastic Voyage: An Imaging Trip Inside the Brain

Host: Salem Academy and College

Computer science and advanced imaging have created remarkable abilities to see within the brain. This fascinating session brings together sophisticated technology, specialized imaging and experts in neuroscience to help us see within the brain.

Medical experts from WFU Baptist Medical Center and Targacept will be our "tour guides."

Registration required, by 4/15/08. Call 336-917-5003. Free admission. Free Parking.

For directions and more information, visit www.salem.edu/cultural_events/.

Friday, April 18

Babcock Auditorium Wake Forest University Baptist Medical Center Hawthorne Rd. Winston-Salem, NC

1:00 - 5:00 p.m.

Battered Brains: Emerging Treatments for Acute Brain Injury

Host: Western North Carolina Chapter of the Society for Neuroscience. Sponsor: Society for Neuroscience

Three top medical experts discuss challenges and emerging treatments for sudden brain injury.

General public and medical professionals are invited to attend.

Registration, by 4/16/08, via website, recommended. Free admission. Free parking in Hawthorne Road parking deck.

Contact: 336-716-9243 sfn@wfubmc.edu www.wfubmc.edu/sfn