



Brain Awareness Season 2010

Winston-Salem, NC

Nationally-recognized experts on depression, neuroscience, and the brain/machine interface will take part in Winston-Salem's celebration of Brain Awareness Season 2010. Brain Awareness Week (BAW) 2010 is March 15-21 worldwide, and our local events have been planned for March and April. BAW events will be presented in 76+ countries by 2,400+ organizations. The events highlight the wonders of the brain and nervous system, to help people of all ages and backgrounds understand wellness and illness involving the brain. BAW is 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 <http://graduate.wfu.edu/bac>.

Tuesday, March 2

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

SciWorks 400 Hanes Mill Road, Winston-Salem, NC

Middle School Brain Awareness Day

Fascinating Brain Awareness stations manned by WFU Brain Awareness Council. Learn about 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; \$8 Student/Senior; \$6 Ages 2-5; Free Under 2. Free parking.

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

Saturday, March 20

10:00 a.m. - 2:00 p.m.

Children's Museum of Winston-Salem

390 S. Liberty Street. Winston-Salem, NC

Brain Power! Family Fun with Neuroscience

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 brain models, 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.

Children's Museum members free. Admission for non-members is \$7 pp. Children under 1 admitted free. Free parking. **Special Highlight:** The Museum's Japanese Outreach Coordinator will do an art activity at 11 and a reading at 11:30 a.m.

Contact: Elizabeth Dampier 336-723-9111, ext. 206 edampier@childrensmuseumofws.org www.childrensmuseumofws.org

Saturday, March 20

10 a.m. - 2 p.m.

Children's Museum of Winston-Salem

390 S. Liberty Street. Winston-Salem, NC

3rd Annual Brain Art Contest Exhibit

Winston-Salem's 3rd annual Brain Art Contest, sponsored by the BAC, Targacept, CERTL, and the Children's Museum of Winston-Salem will feature the winning artwork of students in grade K-12 who were invited to share their artwork.

Artists are eligible to receive prizes in various age brackets. K-5 students used the theme "I make my brain strong by...", and grades 6-12 students used the theme "Brain research is important because...".

An award ceremony for the winners will take place at Targacept on April 16. Teachers and families will be invited to attend.

Wednesday, March 31 7:00 - 9:00 p.m.

Piedmont Club BB&T Tower 200 W. Second Street, Winston-Salem, NC

Is There New Hope for Depression?

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. Depression doesn't just affect those experiencing the symptoms—it also involves their family, friends, and co-workers as well.

The World Health Organization (WHO) states that major depression is the leading cause of disability in the US for persons aged 15-44 (WHO, 2004). But, depression is a *treatable* illness in many of those affected. Expert panelists from WFUBMC, Duke and Targacept will discuss the current challenges in diagnosing and treating depression, lifestyle effects, resilience in depression and will highlight promising new therapies for the future.

Registration requested, by 3/29. Free admission. Free parking. Beverages and dessert buffet provided.

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

Tuesday, April 6 Four sessions: Noon, 1:30 p.m., 2:30 p.m. or 3:30 p.m.

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

Careers in Neuroscience

Targacept invites students and professors from Triad-area universities, and interested others, to hear an overview of careers in neuroscience and the world of biopharmaceutical development, and to tour Targacept's offices and labs.

Registration required, by 4/5/09. 30 people per session, 4 sessions: Noon, 1:30 p.m., 2:30 p.m. or 3:30 p.m.

Free admission Free parking

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

Saturday, April 10 9:00 a.m. - Noon

High Point City Lake Park 602 W. Main St., Jamestown, NC

Brain Injury Association of North Carolina 4th Annual Walk & Roll-athon

Walk for Thought! Walk for Safety of Athletes! Walk for the Troops!

Registration - 9:00 a.m. Music & Activities for the Family - 9:30 a.m. Awards and Kick-Off for Walk & Roll-athon - 10:00 a.m.

Walk & Roll - 11:00 a.m. (30 minute walk) Lunch - 11:30 a.m. \$10 donation covers lunch and t-shirt

Contact: Katie Martucci kmartucc@wfubmc.edu <http://graduate.wfu.edu/bac> Free parking

Monday, April 12 7:00 p.m.

Big Shotz Tavern 109 S. Stratford Rd., Winston-Salem, NC

Neuroscience and a Movie

What is involved in traumatic brain injury? Attendees will watch the movie *Post Concussion* and then engage in a discussion afterwards with featured speakers from Wake Forest University who work in the TBI field.

Brought to you by the WFU Brain Awareness Council.

Program is free. Parking available nearby. If you'd like, arrive early and have dinner on your own from 6 - 7 p.m.

Contact: Scott Dobrin sdobrin@wfubmc.edu <http://graduate.wfu.edu/bac>

Wednesday, April 14 1:30 -5:00 p.m.

Commons Room, Nutrition Center WFU Baptist Medical Center Hawthorne Rd. Winston-Salem, NC

Windows to the Brain: Connecting Minds and Machines

Host: Western NC Chapter of the Society for Neuroscience (SfN) Sponsors: SfN and WFU Departments and Programs

Speakers include scientists from WFU, UNC-Chapel Hill, and Univ. of Chicago who will be speaking about clinical applications for brain machine interface technology on multiple biological systems including: vision, hearing, memory and movement.

Free admission. Free parking in Eden Terrace deck. Contact: 336-716-9243 sfn@wfubmc.edu www.wfubmc.edu/sfn