

MEDIA ADVISORY
January 2010



Laura Fogg
Centre for Brain Research
The University of Auckland
09 923 1913
l.fogg@auckland.ac.nz

BRAIN DAY 2010: UNLOCK THE SECRETS OF YOUR BRAIN!

Centre for Brain Research and Neurological Foundation present free public open day on March 20th as part of International Brain Awareness Week

WHAT:

Neuroscientists, clinicians and community groups will welcome members of the public to learn more about our greatest asset, our brain. The event features lectures from New Zealand's leading brain experts discussing the latest research and treatment trials for brain health and disease. Seminars will provide practical tips to encourage optimum brain health for adults and brain development for children.

The Science Lab is a rare treat for children and families, offering free science experiments and demonstrations. Practising psychologists, clinicians and neuroscientists will encourage hands-on interaction for kids- and big kids! Fun sensory games, brain teasers and activities will round the experience off.

A Community Expo will provide advice and support for people living with brain and sensory disorders. Around twenty community support groups will be on hand to answer any questions families and whānau may have.

WHEN:

Saturday March 20th
9am-4pm Free event

WHERE:

The University of Auckland Business School
Owen G Glenn Building, 12 Grafton Road, Auckland
Easily accessible
Serviced by public bus services 50, 348, 487 and LINK
Undercover parking for \$5 all day

WHO:

The event is organised by the [Centre for Brain Research](#) at The University of Auckland in association with the [Neurological Foundation of New Zealand](#). A full list of lectures and community groups is available on request.

It's estimated that one in five New Zealanders will suffer from brain disease in their lifetimes. Disorders such as stroke, epilepsy, Alzheimer's, Parkinson's, Huntington's, motor neurone disease, multiple sclerosis, muscular dystrophy and deafness affect hundreds of thousands of New Zealanders every year.

Neurological diseases are among the top five most common causes of death and long-term disability. The cost to families and society, both financially and socially, is enormous.