Sample Press Releases

**News Release**

UMass Brain Bee on Feb. 16 Will Choose Area Student for International Competition

**AMHERST, Mass.** - Question: What tool do we use every minute of every day but rarely notice? Answer: The brain.

On Fri., Feb. 16, a group of faculty and graduate students from the Neuroscience and Behavior (NSB) Program of the University of Massachusetts will host the University's second annual Amherst-area Brain Bee, a component of an international competition for high school students tied to the upcoming National Brain Awareness Week. The UMass Brain Bee will be one of 35 held in the country, and the only local competition held in the state. The event is open to all students from grades 9 to 12 at area high schools, and it uses a spelling-bee format in which students answer questions about the brain and its functions.

The UMass program begins with a brief talk by neuroscientist Marc J. Tetel about Parkinson's disease at 3:30 p.m. in room 304 of Tobin Hall. The Brain Bee will follow, and after the competition, graduate students will provide a guided tour of some of the University's neuroscience laboratories.

Katherine V. Fite, director of the NSB program, said: "We are very pleased to be sponsoring our second local Brain Bee contest. Once again, we welcome the opportunity to work closely with high-school students excited about brain research."

The week of March 12-18 is National Brain Awareness Week, organized five years ago by the Dana Alliance for Brain Initiatives and the Society for Neuroscience (SFN) to alert the public to advances in neuroscience and to the importance of continued research and education. The week has become both a national and international event, involving programs in 25 countries developed by universities, hospitals, government agencies, research centers, and patient advocacy groups around the world, including the National Alzheimer's Association, and the Parkinson's Disease Foundation.

Questions used in the local Bee are provided by the International Brain Bee, and are based on information available in "Brain Facts," a book published by the SFN. Quiz topics will include memory, intelligence, emotions, sensations, stress, movement, aging, sleep, and brain disorders. [Sample questions follow at the end of this release.]

The top three winners of the UMass competition will be awarded neuroscience books as prizes. The NSF will help underwrite the UMass winner's travel expenses to the International Brain Bee at the University of Maryland in Baltimore, on March 14. First prize in that competition is $3,000.

According to the SFN, 50 million Americans have permanent, neurological disabilities that limit their daily activities. Four million Americans have Alzheimer's disease and 1,200 a day will suffer strokes, sometimes called brain attacks.

For more information about the UMass Brain Bee, call 413-545-0554.
Significant neuroscience advances highlighted during Brain Awareness Week

MARCH 10, 2000/SASKATOON—Researchers have learned more about the brain in the last 10 years than in the last 200, says Dr. Barry Maber, Physician Vice President, Saskatoon District Health. Brain Awareness Week—March 13 to 19—will highlight some of these advances.

"Health research is critical for the continuous improvement of health treatment in our district and province," says Dr. Maber, who is slated to bring greetings at the Brain Awareness Week 2000 dinner, which kicks off the week's activities. The Honourable Pat Akenson, Minister of Health, is the main speaker at tonight's dinner at the Radisson Hotel.

This year's theme for Brain Awareness Week "Your brain is important - take care of it" will highlight medical research into how to protect the brain, prevent and treat neurological disorders.

The week features public lectures at the Frances Morrison Library at 7 p.m.

1. Monday, March 13 - "Rediscovering Sleep: The Last Frontier"
2. Tuesday, March 14 - "Aging Brain: Facts or Fantasy"
3. Friday, March 17 - "The Long-term effects of Alcohol on Premature Brain Development"

The Brain Show, which takes place in the Atrium of Saskatoon City Hospital on Sunday, March 19 from 10 a.m. to 5 p.m., culminates the week's activities. There will be a number of exciting activities such as a 'brain walk' with 10 interactive stations, a 'brain games' room, video presentations, highlights of current research on the brain and displays by voluntary and government health agencies.

Brain Awareness Week is sponsored by the University of Saskatchewan, SG1, Saskatoon District Health, the Acquired Brain Injury Program (Saskatchewan Health) and the College of Medicine.

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Ninth Grader Captures Brain Bee Title

ATLANTA — February 28, 2001 — Brittany Dukes, a ninth grader from Stephenson High School, captured first place in the Atlanta Brain Bee, a brain trivia competition held on Feb. 21 at Booker T. Washington High School. Dukes will represent Atlanta at the International Brain Bee, March 13-14, in Baltimore, Md.

Other winners of the competition were Nyamezela Thandise, an eleventh grader at Mays High School who won second place, and Ezral Jackson, a tenth grader at Booker T. Washington High School who won third place.

The Brain Bee was organized by the Center for Behavioral Neuroscience, a research and education consortium of neuroscientists at eight universities in the Atlanta area, as part of a series of programs for Brain Awareness Month. During the week of March 19, students from Emory and Georgia State Universities will visit secondary schools in the Atlanta area accompanied by the BioBus, a 30-foot mobile laboratory designed to expose students to neuroscience research. On March 24 from noon to 5 p.m., the CBN will hold the first Atlanta BrainStorm! Brain Awareness Fair at SciTrek. Admission is free for the first 500 who respond to 404-712-9242.

The CBN caps off Brain Awareness Month with four public lectures at Emory and GSU:

**Wednesday, March 21, 7 p.m.**
“Novel Surgical Therapies for Parkinson’s Disease and Related Movement Disorders”
Dr. Mahlon R. DeLong, chair, Dept. of Neurology, Emory University.
Room 220, 1462 Clifton Road (Dental School Building), Emory University.

**Thursday, March 22, 7 p.m.**
“Social Dominance, Serotonin, and the Brain”
Dr. Donald Edwards, professor, Dept. of Biology, Georgia State University
SciTrek: Georgia’s Science and Technology Center

**Monday, March 26th, 7 p.m.**
“Little pitchers have big ears, but do babies hear the pitches of music?”
Dr. Marsha Clarkson, associate professor, Dept of Psychology, GSU.
Speaker’s Auditorium, New Student Center, Georgia State University

**Monday, April 2, 7 p.m.**
“The Ape and the Sushi Master: Do Other Animals Have Culture?”
Dr. Frans DeWaal, professor, Yerkes Primate Center, Emory University
Room 230, 1462 Clifton Road (Dental School/Medical Library building), Emory University

For more information about the lectures, call 404-727-7519 or visit http://biology.gsu.edu/atlanta-neuro.
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Children's Museum has kids on the brain as it celebrates Brain Awareness Week, March 17

Houston - Kids can pick their brain as The Children's Museum of Houston joins with Rice University to celebrate Brain Awareness Week at CMH with hands-on activities to help kids understand the importance and function of their brain, Saturday, March 17 from 10 a.m. - 3 p.m.

As part of Think Tank WonderWeekend, the celebration will teach kids to use their brain in creative problem solving and in five activity stations. To learn about the sizes, shapes and structures of all kinds of brains - from the human brain to the brain of a snake, kids will test theirs as they assemble brain puzzles. Or make molds of animal brains.

Also, kids can learn about the importance of protecting their skull and brain as they choose from egg cartons, Styrofoam, cotton and more to create the ultimate crash test helmet for an egg. Then, after they make their helmet, they can drop their egg to see if it works.

Student volunteers from Rice University will be on hand to assist kids with activities as part of their partnership in the Brain Awareness Week campaign, which was designed to promote "public awareness about the progress, promise and benefits of brain research."