

For immediate release — Friday, February 23, 2024

University of Lethbridge celebrates Brain Awareness Week with three public events

Each year, the University of Lethbridge’s Canadian Centre for Behavioural Neuroscience celebrates Brain Awareness Week (March 11 – 17) by providing opportunities for the public to learn about advances in brain research from our neuroscientists.



The first of three events is a free community lecture by Dr. Chelsea Ekstrand. Her talk — “The Neuroscience of “Normal”: How do our brains shape who we are?” — will delve into the extraordinary ways our brains shape our perception of the world and make us who we are. She’ll discuss how external factors can change our brains, the ways our personality traits influence how we see the world and the impact of major life events in reshaping our realities.

Wednesday, Feb. 28 at 6 p.m.
Galt Museum Viewing Gallery



The second event is a free public talk by Dr. Robbin Gibb titled “The Social Synapse: Using play and relationships to build executive function.” During the lifespan, one of the most important ways to promote healthy brain function is through supportive and positive relationships. In her talk, Gibb will highlight the success in the community using play-based programs that exercise working memory, cognitive flexibility and behavioural inhibition. These programs are offered through the Building Brains Together organization, funded by the City of Lethbridge and currently running in preschools, middle schools and seniors’ centres. Gibb and her team are also involved in providing cognitive testing for participants in the Chess for Life program for justice-involved youth. Their goal is to demonstrate that

youth who learn to play chess with a one-on-one mentor during their 25-hour sentence show improvement in executive function skills.

Wednesday, March 13 at 5:30 p.m.
University of Lethbridge Science Commons, BMO Auditorium

The final event is an open house at the Canadian Centre for Behavioural Neuroscience. Everyone is welcome to attend and explore what the centre has to offer.

Saturday, March 16 from 10 a.m. to 1 p.m.
University of Lethbridge Science Commons

This news release can be found online at [Brain Awareness Week 2024](#).

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.