



For immediate release — Friday, March 7, 2025

## **Community invited to learn the latest on brain research at University of Lethbridge Brain Awareness Week**

There have been significant advances in brain research in recent years, increasing understanding of the brain and raising awareness and support for ongoing research.

Join University of Lethbridge researchers, students and community partners for a host of engaging Brain Awareness Week activities to learn more about these advances and what they mean for overall brain health.

**WHAT:** Brain Awareness Week

**WHEN:** March 10-15

**WHERE:** University of Lethbridge and community locations

The University will host four events next week, including a film screening, public lectures and an open house. The schedule for Brain awareness Week is below and can also be found [online](#).

### **Monday, March 10**

#### **Galt Museum, 6 to 8 p.m.**

BrainStorm film screening and panel discussion — Public screening of the documentary highlighting the history and accomplishments of the Canadian Centre for Behavioural Neuroscience (CCBN) and professors Drs. Bryan Kolb and Ian Whishaw, followed by a Q&A panel featuring Drs. Whishaw, Kolb and Robbin Gibb, and documentary director Jenna Bailey.

### **Wednesday, March 12**

#### **BMO Auditorium, Science Commons, University of Lethbridge, 6 to 8 p.m.**

Public Talk: Do you hear what I hear? The psychology of auditory illusions — A compelling talk featuring Dr. Lauren Vomberg (BA '17, MSc '19), Department of Psychology.

### **Thursday, March 13**

**Southern Alberta Ethnic Association, 6 to 8 p.m.**

Public Talk: Brain development and social justice: The good, the bad and the ugly — Dr. Bryan Kolb, Department of Neuroscience emeritus.

**Saturday, March 15**

**Science Commons, Main and 8th Floor, University of Lethbridge, 10 a.m. to 1 p.m.**

CCBN Open House — Unlock the mysteries of the mind! Step inside the Canadian Centre for Behavioural Neuroscience (CCBN) and discover the secrets of the brain. From guided lab tours to hands-on activities, there's something for everyone.

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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.*