

MEDIA ADVISORY

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Come be brainY!

NYC academic and cultural institutions partner for a city-wide celebration of the brain

In recognition of Brain Awareness Week (March 10-16, 2014), academic centers, cultural institutions, and community groups around New York City will collectively host over twenty brain-themed events for the public. Scientists from across the city will embrace the spirit of the Society for Neuroscience and the Obama Administration BRAIN Initiative to bring neuroscience out of the lab and into the spotlight. These efforts are coordinated through brainY, the public outreach arm of the Greater New York City Chapter of the Society for Neuroscience. brainY aims to increase communication between scientists and the public and to educate the public about the brain.

More information about brainY, our partners, and all events can be found here: <http://comebebrainy.com>

Event highlights include:

- “Brain-Gazing,” a 3D immersive tour of space and the brain at Columbia University (March 7)
- BioBus, a mobile (educational) lab parked at Washington Square Park, and the associated BioBase in the East Village, where participants explore the brain using microscopes and other scientific equipment (March 8 and March 14, respectively)
- “Poison and the Brain” at the American Museum of Natural History, where participants learn about the brain and sometimes poisonous chemicals that affect it (March 8-9 and 15-16)
- Open house brain fairs at Icahn School of Medicine at Mount Sinai, NYU Langone Medical Center, and Columbia University (various dates)
- Public forum on Alzheimer’s disease at Hunter College (March 15)
- Screening of “The Big Picture: Rethinking Dyslexia” with expert Q&A at Einstein College of Medicine (March 12)

The efforts of brainY follow the public outreach goals of the Society for Neuroscience, the world’s largest professional body of scientists and physicians dedicated to understanding the brain. The GNYC chapter was recognized as the 2013 Chapter of the Year by the Society, in large part for its brainY program uniting diverse groups in the common pursuit of public engagement in science. Last year’s brainY celebration reached over 2000 people at 20 events drawing on the efforts and expertise of nearly 200 scientists.

BraiNY event partners include Albert Einstein College of Medicine, American Museum of Natural History, ArtLab, BioBus, Columbia University, Hunter College, Icahn School of Medicine at Mount Sinai, Living Museum, NerdNite, Neurodome, NewYork-Presbyterian/Weill Cornell Medical Center, NYU Langone Medical Center, and Story Collider, with additional partners to be announced. brainY is sponsored by the Greater New York City Chapter of the Society for Neuroscience and the Dana Foundation. Come be brainY with us!