

For immediate release — Monday, Nov. 4, 2024

## Trailblazing University of Lethbridge neuroscientists shaped global brain health and education

*Brainstorm*, a documentary that chronicles how University of Lethbridge professors Drs. Bryan Kolb and Ian Whishaw revolutionized the understanding of the brain, will premiere at a sold-out event at the Yates Theatre on Saturday, Nov. 16. Those not attending the premiere will be able to watch the film on TELUS TV in early 2025.

*Brainstorm* was directed by Dr. Jenna Bailey, adjunct assistant professor with the ULeithbridge Department of History and Religion, co-produced by Bailey and Dr. Edgar Bermudez Contreras, an adjunct professor at the Canadian Centre for Behavioural Neuroscience (CCBN), and edited by Bryn Hewko, assistant professor of new media.

“I made this film to showcase the groundbreaking work of two bold neuroscientists whose discoveries have transformed our understanding of the brain and advanced treatments for brain disorders and diseases,” says Bailey. “Their innovative research, fearless exploration of the unknown, and dedication to mentoring generations of scientists are captivating stories that highlight the power of science in making a real impact.”

The 42-minute film delves into the history behind the establishment of the CCBN and its growth through the efforts of Drs. Bryan Kolb, Ian Wishaw, Robert Sutherland and Robbin Gibb. The research results produced by CCBN scientists have provided insight into Parkinson’s disease, Alzheimer’s disease, strokes and early brain development, to name a few. As a result, prevention strategies for brain disorders and programs to improve brain health have been developed. Community programs have sprouted from their findings and have been key to launching such programs as Building Brains Together and the Early Years program through the Martin Family Initiative.

*Brainstorm* was produced with the support of TELUS STORYHIVE. Additional funding was generously provided by the Alberta Medical Association, Government of Alberta, Alberta Media Fund, CCBN, Centre for Oral History and Tradition (COHT) and the Historical Society of Alberta.

[Watch the trailer.](#)

### About TELUS STORYHIVE

Since 2013, TELUS STORYHIVE has been able to support a community of thousands of local content creators across British Columbia and Alberta, providing over \$66.9 million in funding and creating a safe space for storytellers to hone their skills and bring the projects they care about to life. Visit [TELUS STORYHIVE](#) for more information.

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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.*