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**SAGE SPONSORS SCIENCE CAFE:
“ELECTIONS: HOW VOTERS REALLY THINK AND FEEL”
FREE LECTURE TO BE HELD OCTOBER 24TH AT WASHINGTON D.C’S NATIONAL PRESS CLUB**

Los Angeles, London, New Delhi, and Singapore (October 15, 2007) — As the US gears up for the next presidential election, we all speculate on who will win – and why. Does it matter if the candidate is male or female, minority or majority, attractive or not? SAGE, in conjunction with the Foundation for the Advancement of Behavioral and Brain Sciences (FABBS), is sponsoring a thought-provoking Science Café to discuss those issues.

The Café will present two dynamic and entertaining speakers. Eugene Borgida, Ph.D., of the University of Minnesota, will discuss variables identified by political psychologists, such as gender, race, and experience, that influence who we decide to vote for. Alexander Todorov, Ph.D., of Princeton, will focus on the appearance of the candidates and how people form personality impressions from facial appearance. Applying this research to elections, he will show how judgments of competence— based on facial appearance— predict the outcomes of elections. Afterwards, a substantial question and answer period will bring the audience into the discussion.

FABBS’ Science Cafés present the public with unique opportunities to learn about psychological science in an interactive and social environment. Cafés feature lectures given in Washington DC area museums by leading researchers from around the country.

The SAGE sponsored Café, “Elections: How Voters Really Think and Feel,” will be at 6:30 P.M. on October 24, 2007 at the National Press Club, 529 14th Street, NW, 13th Floor Ballroom, Washington, DC. Although the event is free, due to the expected high demand for the event, it’s necessary to reserve tickets in advance at www.fabbs.org.

Eugene Borgida, Ph.D. is Professor of Psychology and Law at the University of Minnesota. He is a Morse-Alumni Distinguished Teaching Professor of Psychology and an Adjunct Professor of Political Science, currently serving as Co-Director of the University’s Center for the Study of Political Psychology.

Alexander Todorov, Ph.D. is Assistant Professor of Psychology and Public Affairs, Woodrow Wilson School of Public and International Affairs at Princeton University. He is also a member of the Executive Committee for the Program in Neuroscience.

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About the Foundation for the Advancement of Behavioral and Brain Sciences

The Foundation for the Advancement of Behavioral and Brain Sciences (FABBS), headquartered in Washington DC, is an educational, non-profit organization established to promote and enhance understanding of behavioral, psychological, cognitive, and brain sciences. FABBS' focus is to educate the public and the government about the field, and to facilitate productive dialog between scientists and stakeholders on topics at the intersection of science and public policy. <http://www.fabbs.org/index.html>