



ON TAPE

TV TAKES

NORTH AMERICAN PRECIS SYNDICATE, INC.
415 Madison Avenue • New York, New York 10017 • (212) 867-9000

STAYING HEALTHY: THE IMPORTANCE OF EXERCISING YOUR BRAIN

RESEARCHERS HAVE FOUND THAT EXERCISING YOUR BRAIN IS LIKE EXERCISING YOUR BODY—THE HARDER YOU WORK, THE BETTER THE BENEFITS.

(BEGIN SOUND BITE): **“WE USED TO THINK THAT ONCE THE BRAIN DEVELOPED, THE ANATOMY WOULDN’T CHANGE ANYMORE. AND IF IT CHANGED AT ALL, IT WOULD DECLINE, OR IF THERE WERE SOME KIND OF AN INJURY, IT WOULD CAUSE A LOSS OF FUNCTION. BUT NOW, SEVERAL DECADES LATER, WE KNOW THAT THE BRAIN CHANGES ALL THE TIME. AND THE VERY STRUCTURE OF THE BRAIN CAN CHANGE. ESPECIALLY WITH EFFORTFUL AND DELIBERATE PRACTICE.”** (END SOUND BITE)

THE BEST EXERCISES ARE NEW CHALLENGES THAT USE DIFFERENT PARTS OF YOUR BRAIN AND INCREASE IN DIFFICULTY AS YOU IMPROVE ON TASKS. FOR INSTANCE, YOU CAN EXERCISE YOUR BRAIN WITH SPECIALLY DESIGNED, PERSONALIZED ONLINE TRAINING PROGRAMS SUCH AS LUMOSITY--DOT--COM.

(BEGIN SOUND BITE): **“LUMOSITY HAS CREATED AN EXERCISE PLATFORM FOR YOUR BRAIN. SO JUST LIKE A GYM WHERE YOU CAN GO AND YOU CAN EXERCISE DIFFERENT MUSCLE GROUPS WITH DIFFERENT MACHINES AND DIFFERENT WEIGHTS AND DIFFERENT CLASSES, LUMOSITY HAS DESIGNED AND CREATED A SERIES OF GAMES THAT EXERCISES DIFFERENT COGNITIVE ABILITIES, LIKE MEMORY, OR ATTENTION, OR EVEN DOING MATH IN YOUR HEAD.”** (END SOUND BITE)

TO LEARN MORE, VISIT LUMOSITY--DOT--COM.

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