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## SHARPBRAINS INTRODUCES FIRST BRAIN FITNESS CURRICULUM AT UNIVERSITIES NATIONWIDE

*– Instructor Certification Registration Kicks Off "Brain Awareness Week" March 12-18 –*

**San Francisco, CA (February 27, 2007)** – SharpBrains announced today that it will introduce the first ever national brain fitness curriculum at major college and university campuses throughout the United States during the 12th annual "Brain Awareness Week." Instructor registration begins March 12, the first day of the internationally-recognized "Brain Awareness Week," which is being organized by the Dana Alliance for Brain Initiatives to increase public awareness of neuroscience research.

Instructors with psychology, teaching or health-related backgrounds will register for the "Train-the-Trainer" certification workshop scheduled for later this spring in San Francisco. Once certified, the first class they will teach is called "Exercising Our Brains," set to debut in the summer session of the Osher Lifelong Learning Institutes network (OLLI). OLLI operates continuing education classes at more than 100 top colleges and universities across the country. A complete list of OLLI-affiliated colleges and universities can be found at [http://www.osherfoundation.org/index.php?olli\\_list](http://www.osherfoundation.org/index.php?olli_list).

"The goal of 'Brain Awareness Week' is to increase understanding of neuroscience research, and we are excited to further this goal by establishing this innovative curriculum," said Alvaro Fernandez, CEO and co-founder of SharpBrains. "By introducing the first nationally available science-based brain exercise classes, SharpBrains continues to educate the public about the foundation of a healthy and active mind."

"Exercising Our Brains," which began at San Francisco State University in October 2005, is the first class of its kind to be offered on a national scale through the prestigious OLLI education network. It will be the cornerstone of the first nationwide curriculum of brain fitness courses, which will focus on recent scientific research, how the brain regenerates, and activities and exercises that individuals can do to improve memory, concentration, decision-making skills, stress management and the ability to deal with change. Mr. Fernandez, who holds an MBA and MA in Education from Stanford University and teaches the SFSU class, will be conducting the training workshop.

SharpBrains will also launch its fitness DVD *Exercise Your Brain*, the first at-home brain "workout video," during "Brain Awareness Week." The mission of the DVD is to generate a similar level of excitement for mental exercise as the home video exercise craze did in the 1980s. This one-hour-and-20-minute DVD, with footage taken from the "Exercising Our Brains" class, introduces viewers to the science of brain fitness and leads them through several engaging brain exercises to achieve a fun "mental work-out."

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In addition to the curriculum and DVD launches, SharpBrains will be offering several other "Brain Awareness Week" seminars and products, including: *The Neuroscience of Stress and Stress Management* and *The Brain and Change Management* workshops, as well as their exclusive *Brain Fitness 101* guide. This comprehensive yet understandable manual on the science of mental exercise will be given to more than 30 learning institutes across the country for their students. For a complete schedule of SharpBrains' "Brain Awareness Week" seminars, please visit [www.SharpBrains.com/science/baw-calendar](http://www.SharpBrains.com/science/baw-calendar).

"In the same way that physical exercise promotes muscle growth, recent research has shown that targeted mental exercise promotes the creation and maintenance of neurons and connections between brain cells," said Dr. Elkhonon Goldberg, Chief Scientific Advisor & Co-Founder of SharpBrains, and coauthor of *Brain Fitness 101*. "SharpBrains' mental exercise class, DVD and guide are excellent methods to emphasize the value of brain fitness in academia and to the general public."

SharpBrains' partners during "Brain Awareness Week" include the creators of several of the industry's leading science-based mental exercise computer programs: Cogmed, manufacturer of Cogmed Working Memory Training program, or RoboMemo; Ace4Sports, manufacturer of Basketball IntelliGym™ game-intelligence trainer; Vigorous Mind, distributor of MindFit™ cognitive training program; and The Institute of HeartMath, manufacturer of Freeze-Framer® interactive learning system.

#### **ABOUT DANA ALLIANCE FOR BRAIN INITIATIVES**

The Dana Alliance for Brain Initiatives is a nonprofit organization of more than 250 leading neuroscientists, including ten Nobel laureates. The Dana Alliance is committed to advancing public awareness about the progress and benefits of brain research. It is supported by the Dana Foundation, a private philanthropic organization with particular interests in neuroscience, immunology, and arts education. The Dana Alliance introduced "Brain Awareness Week" in 1995 and supports nearly 2,000 programs in more than 65 countries as a catalyst for public understanding of neuroscience research.

#### **ABOUT OSHER LIFELONG LEARNING INSTITUTES (OLLI)**

The Osher Lifelong Learning Institutes are found on the campuses of 101 colleges in 46 states. Each provides a distinctive array of courses and activities for seasoned adults interested in learning for the joy of learning. OLLI is made possible through grants from The Bernard Osher Foundation, which seeks to improve quality of life for individuals nationwide through post-secondary student scholarships and arts, cultural, and educational grants.

#### **ABOUT SHARPBRAINS**

Founded in 2005, SharpBrains is an online brain fitness center with state-of-the-art science-based information and programs. Our mission is to help people of all ages find and follow the best programs to meet their specific objectives by bringing to market neuroscience-based products and raising public awareness of the importance of mental exercise as a way to increase memory, concentration, decision-making and planning skills, reaction time, stress management and other core capacities, as well as help delay the onset of age-related dementias. Thousands of individuals and dozens of centers are using the programs that SharpBrains is now offering. For more information about Brain Fitness, SharpBrains and its associated products, please visit [www.SharpBrains.com](http://www.SharpBrains.com).