



Upcoming Events

[Memory Week Events](#)

[Brain Aerobics](#)

Tuesday, September 8th,
5:30-6:30pm

Joni Gatz will be teaching a class full of memory challenges and tips.

Grand Avenue location

[Community Resource Fair](#)

Wednesday, September 9th,
11am-5pm

11-11:45am: CJE Senior Life
12-2pm: Rehabilitation Institute of Chicago

Additional presentations from: Alzheimer's Association, Seniors Action Service, Cogmed, Brookdale Senior Living, Dakim BrainFitness and Posit Science. All welcome. Please RSVP at 312-494-7769 if you will be bringing a larger group to the Grand location, so we can be sure to accommodate you.

Grand Avenue location plus resource table at all locations

Also, please come pick up your packet for the **Memory Walk** at our Grand Avenue location Wednesday evening between 5-8pm.

[Memory Game Night](#)

Thursday, September 10th,
5:30-7:30pm


We will be featuring and playing some of our favorite memory games at each location.

All locations

September 2009

Dear Friend of Marbles,

We are very excited to announce that our first annual Memory Week at Marbles has begun. We have been fortunate to receive the support of our generous sponsors and wanted to provide the opportunity for you to learn more about these terrific organizations:

 The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research.

Brookdale Senior Living®

is the nation's largest owner and operator of senior living communities throughout the United States and a leading national provider of senior-related services.



 CJE Senior Life, a comprehensive network of housing, healthcare, community services, education and applied research, since 1972 has enhanced the lives of older adults and their families throughout metropolitan Chicago.

Cogmed Working Memory

Training™ is a proven software-based program designed for improved attention. 80% of participants significantly improve their ability to concentrate after training.



A registered dietician from Lincoln Square neighbor The Chopping Block will provide a

Grandparents Day

Saturday, September 12th, All Day

See our [events](#) for more information and the chance to enter your grandparent to win a Posit Science Brain Fitness Program. 15% off for all grandparents.

All locations

There will also be a brain-healthy cooking demonstration from The Chopping Block at our Lincoln Square location on Saturday afternoon.

Alzheimer's Association Memory Walk

Sunday, September 13th, 8am

[Join](#) or [donate to our team](#) today!

Montrose Harbor

Marbles Game Night

Thursday, September 24th,

5:30-7:30pm

Grand Avenue location

Brain Teaser

Test your entertainment memory:

TV - What *Sopranos* matriarch also played the tough boss on *Lou Grant*?

Music - Who was best known for his 1986 hit *Rock Me Amadeus*?

Movies - What film starring Walter Mathau was directed by Gene Kelly?

Games - What 2006 Kentucky Derby champion was euthanized due to injuries sustained during the Preakness?

Books - What fictional Connecticut school teacher did Washington Irving write about in his tale *The Legend of Sleepy Hollow*?

Wild Card - What super hero is referenced in every episode of *Seinfeld*?

we'll get you cooking

classes for all levels.

Dakim Brain Fitness, the #1 brand of brain fitness among America's senior living providers, helps seniors use rigorous cognitive exercise to prevent or slow the development of dementia.



PositScience® Scientists designed Posit Science programs to speed up thinking, sharpen focus, and improve memory. And clinical studies show they do just that.

PreventAD.com is created **PreventAD.com** and managed by Medical Care Corporation to educate the public about Alzheimer's disease and to emphasize the importance of prevention and early detection of memory loss.


Rehabilitation Institute of Chicago
#1 Rehabilitation Hospital in America
The Rehabilitation Institute of Chicago (RIC) has been recognized as the "#1 Rehabilitation Hospital in America" since 1991 by *U.S. News & World Report*.

Seniors Action Service, Inc. supports the efforts of older adults to remain in their homes and maintain their highest level of independence possible.

Brain Tip

It's happened to all of us: you meet someone and that week, day or even hour, you just can't remember his/her name. Perhaps the most dreaded of memory lapses, there are many tips to help in remembering names. Here are the top 5 that we've heard:

1. Repeat the person's name out loud as soon as possible in the conversation. Even immediately works, "It's nice to meet you, Janice."

2. Make sure that you have the correct pronunciation and preferred name or nickname. If Robert prefers (or hates) Bob, it's much better to ask right away and this will help you increase associations with his/her name.

From the [Trivial Pursuit Entertainment Singles](#).

For the solutions, click [here](#).

Grandparents Day Contest - Deadline: TODAY, September 8th

September 13th is National Grandparents Day. We have all learned so much from our grandparents, and now here's our chance to give back by helping our grandparents keep their brains sharp.

In the spirit of continual learning, Posit Science and Marbles: The Brain Store will be donating the [Brain Fitness Program](#) (\$495 value) to the grandparent of one of our customers. The Posit Science Brain Fitness Program is a computer training program that will help your grandparent think faster, focus better and remember more, keeping his or her brain sharp and vibrant!



To enter your grandparent to win the Brain Fitness Program, please tell us in 250 words or less: *What is the most important lesson that your grandparent has taught you?*

To qualify, entries must be received no later than September 8th, 2009. Please drop your entry off at any of our stores or email it to lhagan@marblesthebrainstore.com.

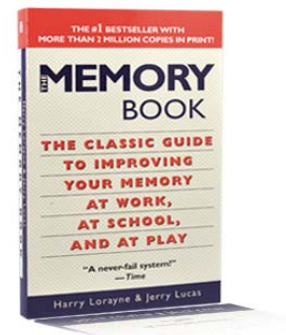
**It's Not Too Late!
Join the Marbles Memory Walk Team**

3. Try to associate the person you just met with someone you know well of the same name. Maybe the Dean you just met loves fishing just like your uncle Dean.

4. Try to associate the person you just met with facts about her/him and repeat out loud if possible, such as "Amanda from Arkansas."

5. Picture yourself writing the person's name or their name on a name tag if they aren't wearing one. Often visual memory can aid in the process.

For more tips on how to remember names and other essential information, [The Memory Book](#) provides powerful tips and tricks. Plus, this month we are offering 50% off The Memory Book with purchase of any other product. Just add it to your cart and type MEMORY at the checkout.



In the news . . .

It was a big year in the news for memory. With the Baby Boomers getting older, the impending toll of Alzheimer's disease and dementia received a great deal of attention. In case you missed it, the following is just a small selection of memory-related news that intrigued us this year:

- As part of Benedict Carey's terrific [Brain Power series](#) for *The New York Times*, we learned about the Super Memory Club, the fewer than one in 200 who manage to live past 90 with no signs of dementia.
- HBO's [The Alzheimer's Project](#) presented touching stories, cutting-edge research and ultimately inspired hope for a cure. If you didn't see the series, you can watch the episodes on their site.
- Several reports and blog entries, such as [this one from Wired](#), debated the benefit of memory-editing drugs. While promising in their potential for treatment of Post-Traumatic Stress Disorder, these drugs also have potentially dangerous implications.

We are looking for volunteers to join the Marbles Memory Walk Team on Sunday, September 13th. Many of us from Marbles will be walking, so come down to the store or visit our [team page](#) to join our team. If you cannot make the walk but want to be a part of this terrific cause, you can [donate to our team](#) as well.

We appreciate the support!

Grand Ave Location:

55 E. Grand Ave.
Chicago, IL 60611
(between Rush and Wabash)

Westfield Old Orchard Location:

4999 Westfield Old Orchard
Shopping Center
Skokie, IL 60077
(between LL Bean and Lucy)

Lincoln Square Location:

4745 N. Lincoln Ave.
Chicago, IL 60625
(between Lawrence and Leland)

www.marblesthebrainstore.com

For more, check out the [Marbles: The Brain Blog](#) posts on [Memory](#) and on [Alzheimer's disease/dementia](#).

As always, please feel free to [contact us](#) with any questions, comments, suggestions or feedback.

Warm regards,
The Marbles Team

You are receiving this email because you opted in at our website, at one of our store locations (55 E. Grand Ave., Chicago, IL, 4745 N. Lincoln Ave., Chicago, IL, or Westfield Old Orchard Shopping Center in Skokie, IL) or at the brain health fair or conference.

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