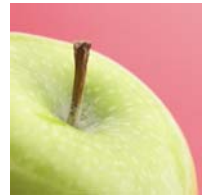




Wake up your Brain with *Brain Aerobics Weekly*

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What's *Brain Aerobics Weekly* all about?

Many people seem to think the adage “No pain, no gain,” applies to both physical and mental exercise, in spite of the fact that we know most people don't have the self-discipline to stick with unpleasant exercise regimes. Unless you're a masochist, you are more likely to make time for something enjoyable.

For successful outcomes, Kathy Laurenhue, MA, creator of ***Brain Aerobics Weekly*** (www.brainerobicsweekly.com), believes there are three parts to both physical and mental exercise: ha-ha, aaahhh, and ah-ha! *All* are about pleasure.

- Ha-ha implies laughing out loud – which may happen – but also includes the delight in doing something that makes you smile. If you choose forms of physical and mental exercise you enjoy, you will feel good doing them.
- Aaahhh is the relaxation you feel when time flows, and you are lost in the activity itself.
- Ah-ha is the satisfaction of learning something new – new information or new insights into yourself: “I didn't think I was going to be able to do that,” or “Wow, I didn't know that. That's cool!”

The goals of ***Brain Aerobics Weekly*** (which arrives in subscribers' email boxes as an easily downloaded and copied pdf file) are to bring those forms of pleasure to readers by building self-esteem, building on strengths and reducing stress, because relaxed learners learn more. Most people who are worried about their state of their brain these days, according to Kathy, are simply highly stressed – not actually losing brain power. Forgetting where you put your keys or missing an appointment is a sign of that stress. “A clenched brain tends to block paths to information that's already there and doesn't let new information in,” Kathy notes.

If you read any given week's worth of ***Brain Aerobics Weekly*** exercises, you are unlikely to know all of the answers to the questions asked, but those answers are always provided, and Kathy encourages readers to look them up. “When you retrieve information you already know, you are strengthening the pathways in your brain to that particular fact, but when you learn something *new*, you are building fresh paths,” notes Ms. Laurenhue, “which is perhaps more important.”

She is passionate about arousing readers' curiosity on a broad spectrum of topics. Each week's 10 pages of activities include a trivia quiz, an imagination exercise, a word game, a discussion page and potpourri. Here's a brief sampling:

- **Trivia** – Why did the ancient Greek Olympics end in 393 AD? Which of the following letters – O T P W – is *not* one of the 12 letters in the Hawaiian alphabet?
- **Imagination** – If you could set a world record, what would you like to do? What “rules for living” have you learned from your pet?

- **Discussion** – The Swedish Ice Hotel is an amazing creation made anew each year. Would you want to stay overnight in one of its 23°F rooms?
- **Word games** – Daffynitions: A rarebit is a seldom seen rabbit. Parasites are residents of Paris. (Created as a matching game)
- **Potpourri** – The world’s fastest couch potato (About a couch with a hidden engine that can go more than 80 miles per hour), and staying mobile with Alexander Calder’s mobiles.

View a complete sample issue at www.brainaerobicsweekly.com.

Kathy frequently incorporates humor, because “Laughter brings oxygen to your brain to literally ‘freshen’ your thinking.” Comedians, she believes, are expert practitioners of brain aerobics in their ability to find creative, humorous twists to ordinary situations. “They broaden our curiosity and literally help us to ‘think differently,’” she says.

Who is the audience for this unusual publication?

“I’m a big believer in E.M. Forester’s admonition, ‘Only connect,’ so I see possibilities for using it as a tool for everyone,” says Kathy. More specifically:

- “I would love it if the weekly helped bring people together talking about non-controversial subjects in the break room, or if employers used it – without the answers – as the basis for an employee ‘Keep Your Mind Active’ contest as an adjunct to their wellness program.
- “It’s great for various groups of older adults, including those who are independent or in assisted living communities or for family caregivers, home health aides and support groups.
- “At the same time, I try to make it ageless in its appeal. I have had positive responses from a VA hospital treating young brain-injured soldiers.
- “I encourage schools and newspapers to publish my discussion page each week, because the articles are short enough to read and share at a dinner table and the questions are based on experiences and opinions, which have no ‘wrong’ answers.
- “I’m open to organizations using parts of it that suit their needs and to asking me to adapt sections for specific needs. I’ve already written the first edition of a manual on how to adapt the activities for people with dementia, because that’s another area of interest for me. I’m also open to alternative pricing options.”

Bottom line: If you’re interested in exploring how ***Brain Aerobics Weekly*** might be used by your organization, contact Kathy Laurenhue at 800-999-0795, (weekdays 9 – 5 Eastern Time) or at Kathy@wisernow.com. Visit her websites, www.brainaerobicsweekly.com and www.wisernow.com, and her blog, <http://brainaerobicsweekly.blogspot.com> for more information.

