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## **MARBLES: THE BRAIN STORE BRINGS A WHOLE NEW MEANING OF FITNESS TO MALL OF AMERICA**

### *One of Chicago's Favorite Specialty Retail Stores Coming to Minnesota*

**Bloomington, MN – July 21, 2010** –*Marbles: The Brain Store* founder and CEO, Lindsay Gaskins, followed her instincts in 2008. Despite the lackluster economic climate, Gaskins believes that adults today are not only looking to stay physically fit, but wanted to stay mentally sharp as well. Gaskins knew there was a market and wanted to create a fun and accessible environment that offered products to stimulate and strengthen the brain

It's easy to see that she was on to something. There's something for everyone at Marbles! Marbles stores offer unique gift ideas and hard-to-find products from around the world, ranging from scientifically-acclaimed brain fitness software and books to fun games, puzzles and activities. At Marbles, you will find over 200 carefully selected products, that specialize in cognitive stimulation. Fun games, perfect for the developing brains of children, brain-stimulating and social games for young adults and large print crosswords and brain-training software designed to help adults stay sharp.

The Marbles team is committed to creating an accessible and credible place for people to shop for interesting and fun brain-worthy products. Marbles associates, known as Brain Coaches, encourage customers to be pro-active and to pursue continual learning by encouraging them to demo all their products. The inviting environment has customers diving in and experiencing firsthand the fun and stimulating collection.

The Grand Opening of **Marbles: The Brain Store** at the Mall of America 216 North Garden Bloomington, MN is open to the public and will feature guest speaker April O'Brien on July 21, 2010.

April O'Brien, MA, earned her Bachelor's degree and her Master's degree in Communication Sciences and Disorders at the University of Minnesota. She is a speech-language pathologist at HealthEast Bethesda Hospital and is certified as a Brain Injury Specialist. She will be discussing advancements in the field and how brain games and puzzles are used to enhance her work with clients.

Also, come see the amazing Uberstix Roller Coaster live all day in the store!

A full product assortment and the latest news and research on brain health is also available at [www.marblesthebrainstore.com](http://www.marblesthebrainstore.com)

more



Other **Marbles: The Brain Store** locations:

Downtown Naperville  
123 S Washington Street  
Naperville, IL 60540

Downtown Chicago  
55 E. Grand Avenue  
Chicago, IL 60611

Old Orchard Shopping Center  
4999 Westfield Old Orchard, Ste F-15  
Skokie, IL 60077

Lincoln Square, Chicago  
4745 N. Lincoln Avenue  
Chicago, IL 60625

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