



MARBLES: THE BRAIN STORE EXPANDS TO WOODFIELD MALL

Chicago's Enthusiasm for Its Favorite Specialty Retail Store Leads to 6th Location

Schaumburg, IL – August 11, 2010 – President and CEO Lindsay Gaskins started **Marbles: The Brain Store** with the simple idea of finding the best brain games out there and putting them all in one place. Not just products for aging baby boomers concerned about memory loss and victims of brain disorders like stroke, Alzheimer's, dementia and ADHD. But also products for anyone who wanted to improve focus and attention, enhance creativity, become better multi-taskers and get the most out of the smartest supercomputer out there: the brain.

Marbles is a one-of-a-kind retail store with a smart collection of hand-picked, expert-tested, certifiably fun ways to a healthier brain for all ages. The best part? The stores are designed to let you roll up your sleeves and get a little brainy while you play [games](#), solve [puzzles](#), try out [software](#) and flip through [books](#) to find the right products for you and your noggin. The Marbles team is chock-full of smart, outgoing people who are passionate about learning new things and creating a fun, interactive environment where customers can reach their brain's fullest potential.

Gaskins' idea was supported by some pretty compelling research and mind-boggling advances in the field of neuroplasticity. So she and her team went for it— opening a kiosk at the Woodfield Mall to test the concept in 2008. After a lot of learning from the kiosk, they decided to open a store in downtown Chicago on Grand Avenue in October 2008. With a bigger space, customers could actually play with every product. The staff had to play with every product, too, in order to field questions from our brainy customers. The response was phenomenal so they opened three more Chicagoland stores in 2009 with plans for 4 more stores (3 in Minnesota, 1 in Chicagoland) in 2010. The rest, as they say, is history. Albeit a short one. Which means they're just getting started.

The Grand Opening of **Marbles: The Brain Store** at the Woodfield Mall in Schaumburg, IL (third floor in the Sears wing across from the Disney store) is open to the public and will feature guest speaker Mike "the Walking Calculator" Byster at **5 pm on August 17, 2010**.

Mike Byster is the creator of Brainetics <<http://www.marblesthebrainstore.com/critical-thinking/ct026.html>>, a revolutionary system that uses mathematics to teach you how to use two parts of your brain at the same time; one part processes information while the other part stores information. We are thrilled to have the opportunity to learn more from Mike Byster and challenge him with a few math problems!

-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

Mall of America, Bloomington, MN
216 North Garden
Bloomington, MN 55425

A full product assortment and the latest news and research on brain health is also available at www.marblesthebrainstore.com

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