



## **MARBLES: THE BRAIN STORE EXPANDS TO ROSEDALE CENTER**

*One of Chicago's Favorite Specialty Retail Stores Opens 2<sup>nd</sup> Location in Minneapolis*

**Roseville, MN – September 13, 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 Rosedale Center in Roseville, MN (in the JC Penny wing) is open to the public and will feature guest speaker April O'Brien at **5 pm on September 15, 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.

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

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

Downtown Chicago  
Chicago, IL 60611

Woodfield Mall  
Schaumburg, IL 60154

Old Orchard Shopping Center  
Skokie, IL 60077

Lincoln Square, Chicago  
Chicago, IL 60625

Downtown Naperville  
Naperville, IL 60540

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

PRESS CONTACTS

Lindsay Gaskins  
[lindsay@marblesthebrainstore.com](mailto:lindsay@marblesthebrainstore.com)  
(512) 695-5483 (cell)

Susan Bulley  
[susan@marblesthebrainstore.com](mailto:susan@marblesthebrainstore.com)  
(312) 543-7999 (cell)

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