



###

CHICAGO, October 1, 2008 - **OUTSMART YOUR AGE! Visit Marbles: The Brain Store**

Feel like you're forgetting things here and there? Not feeling as sharp as you used to? Don't worry, you're not losing your marbles – your brain is just slowing down as a natural part of aging.

Here's the good news: research shows you can outsmart your aging brain by playing games! By challenging yourself to solve a puzzle, recall trivia, or strategically move a game piece, you are stimulating brain cell growth and staying sharp for real-life situations.

**Marbles: The Brain Store** is a first-of-its-kind retail concept opening in downtown Chicago on October 15<sup>th</sup>. Located just off Michigan Ave at 55 East Grand Avenue, Marbles focuses on products designed to stimulate and strengthen the brain.

The inspiration for such a unique and innovative store came from her own life, says Lindsay Gaskins, President and CEO of Marbles. "My parents are nearing 70 and dementia and Alzheimer's are things my four siblings and I worry about. I discovered that there are products out there that can help, but there wasn't a direct-to-consumer option that brought these products together and provided education about how they could be helpful. I also learned that brain games were not only important for my parents but for me, too." Gaskins and her business partner Karen Luby eventually brought this concept to life as **Marbles: The Brain Store**.

The store features a wide variety of products that range from scientifically-acclaimed software (MindFit, Posit) and books to simply fun games, puzzles and activities (Simon Says, Sudoku, Scrabble). Products are grouped into categories that correspond to five key brain functions: critical thinking, memory, word skills, visual perception and coordination. "We are really excited about Marbles and think this experience will be fun, informative and hands-on for customers," says Luby. "Customers can come in and try out the products to find something they like, and we have a terrific sales team that is well-trained on matters of the brain and ready to help with product recommendations."

Marbles also has a comprehensive website ([www.marblesthebrainstore.com](http://www.marblesthebrainstore.com)) with the full product assortment and the latest news and research on brain health. The site also provides an opportunity to learn more about how different factors in your life impact your brain health through the "Marbles Brain Health Barometer".

For further information come in and see us at 55 E. Grand Avenue Chicago, IL 60611 or visit our website at [www.marblesthebrainstore.com](http://www.marblesthebrainstore.com)

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

Karen Luby  
[Karen@marblesthebrainstore.com](mailto:Karen@marblesthebrainstore.com)  
312-590-3716 (cell)