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CHICAGO - May 11, 2009--Alzheimer's disease is a topic on many people's minds. Last night, HBO aired *The Memory Loss Tapes*, the first in a four-part documentary series called *The Alzheimer's Project*. It is estimated that 54% of the US population has been touched by Alzheimer's, and the number of Americans with Alzheimer's is expected to grow from 5 million to 11 million by 2040.

Located in Chicago, Marbles: The Brain Store is the first retail store nationwide to offer a way for people to be proactive about their brain health. We know that lifestyle factors such as mental activity, physical activity and diet play a role in cognitive health and we offer a variety of products to encourage such activity for different levels.

One customer purchased Magnetic Color Cubes for her 93 year old mother who has Alzheimer's disease and lives in a local nursing home. The activity is simple – there are colored wooden cubes that you rearrange to make different patterns – but this activity allowed the woman and her mother to do an activity together. "It completely changed our interaction."

Tangle Therapy is another relatively simple product that you hold in your hand and manipulate. It can help relieve fidgeting, restlessness and stress by keeping the hand active.

In addition to encouraging interactions between people through games and puzzles, Marbles also carries brain fitness software. Dakim BrainFitness was developed to help seniors use rigorous cognitive exercise to prevent or slow the development of dementia. The two programs by Posit Science, Brain Fitness Program and Insight, help the brain form new connections and adapts to be challenging but not frustrating to the user.

There is still a lot to learn about Alzheimer's disease and researchers are uncovering more every day. In the meantime, there are books that help teach you more about the brain and what is happening. There are games and software programs that encourage mental stimulation and there are supplements that support brain health. You can find all of these at Marbles: The Brain Store at 55 E. Grand Ave, or www.marblesthebrainstore.com.

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