

## FOR IMMEDIATE RELEASE

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### **Marbles: The Brain Store to Host Book Signing with “Carved in Sand”**

#### **Author and Brain Fitness Expert Cathryn Jakobson Ramin**

*Best-selling author of Carved in Sand: When Attention Fails and Memory Fades in Midlife to discuss midlife forgetfulness, mental reserves and methods for improving cognitive health*

**Chicago, IL – May 19, 2009** – Marbles: The Brain Store today announced that it will host a book signing on May 28<sup>th</sup> from 5:30 - 7:30 p.m. for best-selling author and noted brain fitness expert Cathryn Jakobson Ramin and her best-selling memoir *Carved in Sand: When Attention Fails and Memory Fades in Midlife*. Ramin will be on hand to sign books and to discuss issues related to brain fitness, cognitive health, and the challenge of maintaining mental reserves in middle age.

Located at 55 East Grand Avenue in Chicago, Marbles: The Brain Store offers over 250 products designed to stimulate and strengthen the brain, including word puzzles, brain teasers, educational games, and brain fitness software, which result in enhanced memory, critical thinking, coordination, , visual perception and word skills. From crossword puzzle tournaments and brain aerobics classes to a classical music quiz show and game nights, Marbles: The Brain Store hosts a wide range of events to help customers stay mentally sharp.

“We’re incredibly excited to host a respected author and noted authority on brain fitness like Cathryn Jakobson Ramin, who has done so much to bring attention to the importance of cognitive health,” said Marbles: The Brain Store Co-Founder and CEO Lindsay Gaskins.

“Cathryn’s story is remarkable, and we think it will prove inspirational to Marbles customers, who are concerned about maintaining their attention and focus and working hard every day to gain and increase control of their own brain fitness.”

Cathryn Jakobson Ramin is an investigative journalist who for 30 years has published in national magazines and newspapers, most recently the New York Times Magazine and O the Oprah magazine. About a decade ago, when she reached middle age, things began to change. Her mind, once a perfect example of a steel trap, was behaving like a kitchen sieve. Concerned, she decided to turn her investigative powers on herself.

Her book, *Carved in Sand: When Attention Fails and Memory Fades in Midlife* is the tale of her journey in search of a mind that would serve her well in middle age and beyond. In the course of her research, she interviewed over 300 midlife individuals and about the same number of scientists in many disciplines, and tested out several different interventions designed to achieve cognitive enhancement. The book spent several weeks on the New York Times bestseller list, hit #5 on Amazon, and landed the author not one but two appearances on Good Morning America.

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To RSVP for the Cathryn Jakobson Ramin book signing, contact Marbles: The Brain Store at 312-494-7769 or via email at: [events@marblesthebrainstore.com](mailto:events@marblesthebrainstore.com). All are welcomed, and light refreshments will be served.

#### About Marbles: The Brain Store

Marbles: The Brain Store is a first-of-its-kind retail concept and online destination that focuses on products designed to stimulate and strengthen the brain. Marbles: The Brain Store was created by two Chicago entrepreneurs who, after hearing their parents express concern about Alzheimer's and dementia, were inspired to provide a place where people can find new, engaging activities to keep their brains active and also learn about the brain. From self-improvement software like the Posit Science Brain Fitness Program to therapeutic toys like Tangle Therapy and competitive games like Blink, Marbles: The Brain Store offers over 250 products designed to enhance cognition. Visit Marbles: The Brain Store online at <http://www.marblesthebrainstore.com>.

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