



***GET THE WORD OUT!* TOOLKIT RESOURCES**

TBH CARE 1.0 OUTREACH PACKET

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- Total Brain Health Logos



TBH CARE 1.0 COURSE SAMPLE PRESS RELEASE

Use the sample press release below as a guide to your own announcements of the TBH CARE 1.0 Course to the local press, for your newsletter, blog, or other outlets.

(YOUR LOCATION NAME) TO HOST BRAIN WELLNESS PROGRAM FOR THOSE LIVING WITH DEMENTIA *Expert-Designed Training Teaches Proven Ways to Promote Well-Being When Living with Moderate Memory Loss*

(Location City/State, Date). The latest science shows that for those living with moderate memory loss, engaging across our body, mind and spirit can better support daily cognitive stimulation and promote well-being.

This *(time frame)*, *(your location name)* will host a series of brain wellness classes for those living with moderate memory loss. The TBH CARE program will run from *(date frame on your calendar)* and is open to all *(residents/community members/family/anyone)*.

Developed by leading brain wellness experts at Total Brain Health, the TBH CARE course engages participants in workouts that offer cognitive stimulation, boost well-being and build connections. Activities include the practice of multi-sensory workouts that support brain healthy living, such as aerobic exercise, intellectual engagement and stress reduction.

(Trainer Name and Title) will be the course leader. "We are looking forward to offering the TBH CARE course at *(your location name)*. These brain training classes for people facing memory challenges reflect *(your location name's)* ongoing effort to better educate our community on effective brain wellness interventions," says *(name)*, *(title)* of *(your location name)*.

The TBH CARE 1.0 course is one in a series of TBH Toolkits developed by brain health expert and author, Dr. Cynthia Green. "At Total Brain Health, we believe that all minds can thrive. Our programs give everyone valuable information they can use to stay sharp and vital intellectually, physically and socially, regardless of where they are on the cognitive continuum," says Dr. Green. "Our programs offer scientifically-based brain fitness training that empower everyone to build better brain health."

All classes will be held at *(location name and address)* from *(dates and times)*. To register, please call *(phone number)* or email *(email address)*.

About Total Brain Health. As leading experts in cognitive fitness, we deliver tools everyone can use to build better brain health, no matter their age or ability. Backed by three decades of research, our training programs teach effective steps to boost brainpower and improve cognitive vitality using highly social, fun and engaging workouts. Products include our TBH Toolkits, social-based brain training for groups, and TBH Toolbox365, a daily cognitive training solution for individuals and one-to-one use.

About *(your location name)*. *(Company information and logo)*



TBH CARE 1.0 COURSE SAMPLE NEWSLETTER ANNOUNCEMENT

Use the sample copy below as a guide to your own announcement for internal outlets such as a community newsletter, calendar, e-portal or other communications.

DO YOU CARE FOR SOMEONE LIVING WITH MEMORY LOSS?

Register Your Loved One in the Total Brain Health CARE Program to Improve Cognitive Vitality and Overall Well-Being

Come join us as we “get smart” about brain health! Developed by the leading brain fitness experts at Total Brain Health, the TBH CARE 1.0 program teaches the many ways we can promote overall well-being when living with dementia.

Register today for cognitive stimulation classes that:

- Focus on nurturing connections as we promote physical and social well-being for improved vitality when managing memory loss.
- Engage in intellectually challenging, structured activities personalized to your loved one’s interests and abilities to promote improved thinking.
- Train with hands-on workouts for a multi-sensory approach to learning and engagement.
- Provide a small group or one-to-one learning environment that boosts the benefits of cognitive training and helps combat social isolation and its impact on overall wellness.

Our TBH CARE 1.0 classes will meet *(day)* at *(times)* in the *(location)*. For more information, contact *(name)* at *(contact information)*.

For more information, contact *(name)* at *(contact information)*.

TBH CARE 1.0 COURSE TOTAL BRAIN HEALTH LOGOS

Permission is provided to use the Total Brain Health logos below to identify the course and/or to promote your affiliation with Total Brain Health. For all other permitted uses contact us at info@totalbrainhealth.com.

Please note that Total Brain Health® and TBH® within the use of educational materials are trademarked to Total Brain Health, with all rights reserved.

TBH LOGO DESCRIPTION

LOGO (JPEG)

TOTAL BRAIN HEALTH® LOGO



TOTAL BRAIN HEALTH® LOGO
WITH WELLNESS BRANDING



TBH® TOOLKITS LOGOS



TBH® CARE 1.0 LOGO

