



FOR IMMEDIATE RELEASE:

Mather LifeWays Works with Dakim as Part of New Brain Fitness Initiative

EVANSTON, IL (October 16, 2012) -- A growing body of research suggests that cognitive health is not entirely genetic – that the way our brains age is not fixed, but malleable. Mather LifeWays announces its partnership with Dakim, a company which has pioneered interactive cognitive tools, as part of its multi-pronged Spencer Powell brain fitness initiative to promote cognitive health and healthy lifestyle choices among older adults.

"Recent research on lifestyle factors and cognition provides reason to be optimistic about maintaining a healthy brain as we age," says Catherine O'Brien, MA, MPH, Director of Workforce Research at Mather LifeWays Institute on Aging. "Being physically active and continuing to learn new things are two of the most promising strategies we can use to keep our minds and memory sharp."

Mather LifeWays brain fitness initiative, incorporates various activities during an 8-week program, in each of the six dimensions of wellness:

- Maintaining Good Heart Health
- Eating Healthy Foods
- Getting Physically Active
- Social Engagement
- Stress Management
- Staying Mentally Engaged

The program is currently being piloted locally in the Chicago area to Mather LifeWays' various residences, cafés and employees. Funding for the initiative was given, in part, from a bequest left by a prior resident, Spencer Powell.

"Preserving cognition is now a major issue in our country with 10,000 people a day turning 65. Mather LifeWays is addressing this head-on, consistent with their heralded past in implementing programs to support older adults," said Dan Michel, CEO and Founder, Dakim, Inc. "For over 70 years Mather LifeWays has dedicated its efforts to successful aging amongst older adults and we are extremely pleased they selected Dakim BrainFitness to be part of their comprehensive wellness programming."

Next year, Mather LifeWays Institute on Aging will expand this initiative by conducting a large-scale study of this brain fitness program designed specifically for older adults living in senior living residences. The purpose of this study is to determine the effect of an 8-week educational program on "brain healthy" behaviors, memory, and language. The program integrates existing research on protective factors for cognitive health (e.g. physical activity, cognitive engagement) with a whole-person wellness philosophy. Mather LifeWays Institute on Aging is currently seeking senior living communities that may be interested in participating in the 2013 project. All participants will receive the program in a train-the-trainer format including all content and guidance for implementation with residents.

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Anyone interested in learning more can contact Cate O'Brien, Mather LifeWays Institute on Aging, at (847) 492.6803 or e-mail cobrien@matherlifeways.com. For more information on Mather LifeWays Institute on Aging's other educational programs, visit www.matherlifewaysinstituteonaging.com

About Mather LifeWays

Based in Evanston, Illinois, Mather LifeWays is a unique, non-denominational not-for-profit organization founded 70 years ago to serve the needs of older adults. Dedicated to developing and implementing Ways to Age WellSM, Mather LifeWays creates programs, places, and residences for today's young-at-heart older adults. These include providing continuum of living and care; making neighborhoods better places for older adults to live, work, learn, contribute, and play; and identifying, implementing, and sharing best practices for wellness programs, aging-in-the-workplace issues, emergency preparedness, staff development, and online education and programs empowering working family caregivers. To learn more about Mather LifeWays senior living residences, community initiatives, and Mather LifeWays Institute on Aging, call (847) 492.7500 or find your way to www.matherlifeways.com.

About Dakim, Inc.

Clinically tested Dakim BrainFitness represents a breakthrough in the science of improving the cognitive performance and maintaining the brain health of people over age 55. Dakim BrainFitness is a structured, comprehensive, evidence-based brain-training program that cross-trains the brain in six essential cognitive domains, at five levels of challenge. It has been shown in a clinical trial, conducted by a major university, to significantly improve memory and language skills, while strengthening attention, focus and concentration. With more than one-hundred stimulating and engaging different exercise types—and thousands of individual exercises—filled with videos, music, exciting graphics and even a sense of humor, Dakim BrainFitness makes brain training so much fun, users enjoy the experience and want to participate.

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