

Mini games to help keep your memory intact.

Insight

Whether you're traveling to a new country or simply want to gain a new skill, learning a language is an incredible feat. It exercises a different muscle in your brain. In fact, it's proven to strengthen memory and potentially delaying age-related mental decline.

Campaign Summary

NeuroLingo is a partnership between Duolingo and Baycrest that improves brain function with mini challenges, and encourages you and your friends to build healthy cognitive habits.

Solution

Baycrest has partnered with DuoLingo to create NeuroLingo—a series of games and challenges designed to improve brain function and encourage healthy habits for you and your friends.

With over 21.4 Million users, Duolingo has become the go-to app for learning languages and prides itself on making the process more fun. Now, current and new users can become fluent in accountability-driven language.

Hit up some friends and join a 30-day challenge on Duolingo to stimulate brain function and in turn, live a longer, happier life.

Just don't lose your streak... or your train of thought.

Play with your friends, not your mental wellbeing.

Alzheimer's Society of the UK suggests bilingual brains are more resilient to cognitive conditions.

Invite your friends to a language competition on Duolingo where you will compete in a 30-day challenge for a longer, happier life. You can win badges, learn a new language and adopt a lifestyle change that helps prevent cognitive decline.

Forgot to log in during the competition? You'll receive a notification to revive your streak by making a donation to Baycrest's research, or incur a penalty for breaking your habit. You always have the option to make other donations to boost your brainpower and overtake your friends in the leaderboards.

Share your score on social media to attract friends to join in on the fun while Duolingo donates \$1 for every share. Now you and your friends are fluent in the adoption of key lifestyle changes that can help prevent cognitive decline.

NeuroLingo

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Duolingo

Just now

Guess your NeuroLingo streak didn’t mean that much after all... Or did it? 🧠

Funny how memory slips on the things you actually care about



Restart your streak with a donation to Baycrest

NAME YOUR PRICE

\$2

\$2+

NO THANKS

baycrestfoundation

At the end of the day, it’s the person you started your streak with <3

👍

💬

🔖

🔖

baycrestfoundation

Go against your friends in a 30-day challenge with Duolingo where with each streak share, Duolingo donates a dollar towards cognitive research. #Neurolingo

Following For You

pov: you and your friend started the 30 day challenge and you’re winning.



@anna_m00rs

13.7K

193

Share