



Your brain in your hands.



An active lifestyle can help prevent dementia.  
Learn more about healthy aging at baycrest.org.

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# Stretch Your Mind

## Insight

People often underestimate how small, everyday actions can have a lasting impact on brain health.

## Rationale

Dementia is a growing concern in Canada, with one million Canadians expected to live with it by 2030. However, simple lifestyle changes, like exercise, can promote cognitive health and help your mind go further in life.

‘Stretch Your Mind’ connects physical fitness with healthy aging. With a small resistance band attached to both pages, we transformed the simple act of flipping through a magazine into a quick workout. Requiring readers to use their muscles to fully open the spread.

An approach that makes the solution for cognitive health immediately apparent, and encourages healthy habits. This concept would also extend well to other media, where we’d also transform physical placements into workout stations. Reinforcing the links between physical fitness, brain health, and a happier future.

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