

## THE AGE OF THE BRAIN

**A. Benbow**

The Age of the Brain, Englefield Green, UK

The objective of the Age of the Brain is change the way people think about their brains and the conditions which affect it forever, and for the better.

This will be achieved through our coordinated efforts as well as by stimulating thousands of other parties - governments, professional societies, patient groups, industry, pressure groups, trusts, individuals and a multitude of other organisations - to be part of this ongoing campaign.

The brain is the most important organ in the body.

Ignorance, epidemic across every level of society is having an impact on the health of our brains across the world. We believe it is time this stopped.

By launching the Age of the Brain, a programme to raise awareness and educate across the world we plan to make a significant impact. This is about changing the way the people think about their brains for good. The programmes will be stimulating, thought-provoking and effective. We aim to challenge current perceptions and re-align incorrect and ignorant thinking but most importantly get people to take personal responsibility for their brain health and well being.

### **The Programme**

The Age of The Brain is planning a huge central programme composed of:

- Interactive exhibitions both fixed and mobile
- iMax film
- Nine-part TV series
- PR and editorial and social media
- Ambassadors
- Schools and universities programme
- Science events
- Digital and online activities