

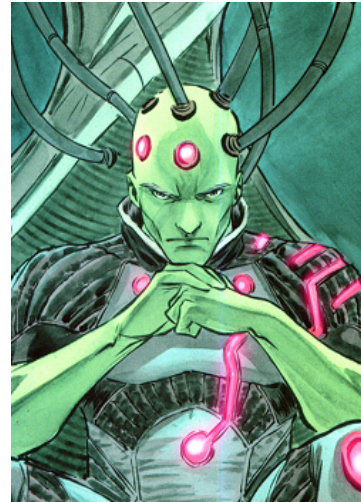
Introduction to Brainiacs Walking Challenge 2017

Welcome to this year's walking challenge where you earn points each day for engaging in activities that build brain fitness and health. Over the next 6 weeks we will learn what the research says about keeping our three pound universe healthy and happy and develop practices such as walking, increasing sleep hygiene, managing stress, improving mental fitness and more, to protect the brain against memory loss and dementia.

So who is this foul-looking creature pictured here? Meet our mascot, Brainiac, a super villain who is the most high-tech of Superman's foes. Brainiac came on the scene when approaching Earth with his flying saucer, with the intention of shrinking human cities and preserving them in bottles.

Like Superman, we all have someone or something we want even though it isn't good for us. Brainiac is Superman's kryptonite. What is yours? Perhaps it is the negative self talk that contributes to stress, the habit of multitasking with technology, inadequate amounts of sleep, poor exercise habits or a diet high in saturated fats.

The goal of this year's walking campaign is to begin to find ways to become super heroes by attending to our kryptonite and offset age-related declines in brain function. The daily habits you form will take time, focus and commitment. You will decide each day what your brain-friendly activities will be. Upon completion of each one, you will get one point. Points accrue and form a weekly score which is reported by e-mail on a scoreboard for all to see. As in years past, you have the option of competing as an individual and/or a team to win prizes.



Interior artwork from *Superman: Secret Files 2009 vol. 1, 1* (October 2009 DC Comics), Art by Francis Manapul)

We all have a subconscious desire for greatness. While we may never be able to travel at the speed of light or leap over buildings in a single bound, we are all wired with a brain that can adapt and become fit. Like our muscles, our brains maintain a greater level of fitness when we give it a workout. With this year's walking campaign you get points for brain-friendly activities such as exercise to elevate your heartrate, conversing with someone new, meditating, completing a crossword puzzle, learning a magic trick or playing a board game.

If you are ready to participate in this year's walking campaign, complete the registration and liability/consent form, and send both with \$30 (cash or check) to Tracey Shadday. Once received I will e-mail you more information so you can get started.