



(re)think[™]
your brain

 **ALZHEIMER'S**[®]
ASSOCIATION

What if protecting your brain health could start with the choices you make every day? The Alzheimer's Association's new **(re)think your brain**[™] PSA delivers a powerful and hopeful message that we may have more control over our brain health than we realize.

Through bold, compelling storytelling, the PSA brings everyday brain healthy choices to life, from challenging your mind and adding color to your plate to staying physically active. It shows that better brain health is not about changing your life all at once. It is about rethinking your habits and refreshing your routine, one choice at a time.

By airing this PSA, your station can inspire viewers to think differently about their brain health and take meaningful steps today that may help reduce their risk of dementia. Audiences are encouraged to visit rethinkyourbrain.org to learn more and take charge of their brain health.

DOWNLOAD TODAY

PSAdirect[®]
by Moore

If you have any questions regarding formats or media distribution, please contact us at PSAdirect@wearemoore.com.

(re)think[™]
your brain

 **ALZHEIMER'S**[®]
ASSOCIATION