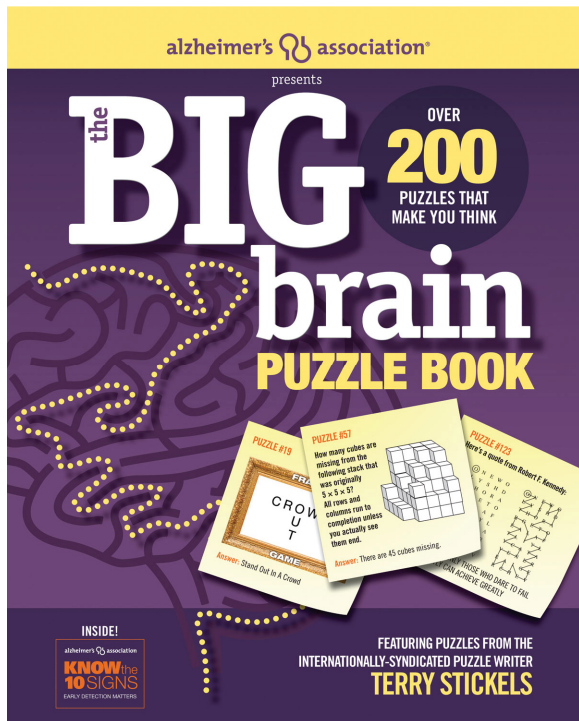


FOR IMMEDIATE RELEASE

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*“Lifestyle choices such as engaging in physical, social and mental activity can keep our brains healthier and may lower our risk of memory decline as we age.”*

—*Alzheimer’s Association*

*“Terry Stickels’s puzzles are perfect brain stimulators for young and old alike...They’re fresh, varied and well thought-out, and they build on problem-solving skills that are useful both academically and in everyday life.”*

—*Will Shortz, crossword editor for The New York Times*

alzheimer's association®

## THE BIG BRAIN PUZZLE BOOK

FEATURING PUZZLES FROM THE  
INTERNATIONALLY-SYNDICATED WRITER  
TERRY STICKELS

**November 3, 2009 DENVER** -- In recognition of National Alzheimer’s Disease Awareness Month in November, the Alzheimer’s Association is encouraging Americans to maintain their brains with **THE BIG BRAIN PUZZLE BOOK** (Time Inc.; September 2009), featuring internationally-syndicated puzzle writer Terry Stickels.

More than five million Americans are currently living with Alzheimer’s and someone new develops this progressive and fatal disease every 70 seconds, according to the Alzheimer’s Association 2009 Alzheimer’s Disease Facts & Figures report. While researchers race toward a cure, studies have shown that keeping the brain active seems to increase its vitality and may build its reserves of brain cells and connections or even generate new brain cells.

**THE BIG BRAIN PUZZLE BOOK** is filled with brainteasers created by Stickels, who is well known for his three columns: “Frame Games®” published in *USA Weekend* magazine; “Stickelers” distributed by King Features to more than 200 newspapers daily, including *The Washington Post*; and he is the featured puzzle columnist for London’s largest newspaper, *The Guardian*.

*(more)*

## Alzheimer's Big Brain Book

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In **THE BIG BRAIN PUZZLE BOOK**, Stickels's puzzles are categorized in three progressive levels.

- **Level 1** – Basic logic reasoning, visual and wordplay games will help kick start neurons. Frame games, like descrambling the letters “Hsilgne” to make “English,” are found throughout this section.
- **Level 2** – Readers are encouraged to work through more challenging puzzles with friends and family. This section incorporates out-of-the-box trivia questions like knowing which state besides Missouri is bordered by eight states.
- **Level 3** – Complete higher level mathematical equations, wordplay and spatial and logical reasoning games. Advanced exercises, like finding the next fraction in a sequence and mind-bending word problems, come into play.

“Science is unlocking many of the mysteries of the brain, but we don't have all the answers yet. You can do everything “right” and still not prevent Alzheimer's disease,” said Maria Carrillo, PhD, senior director of Medical and Scientific Relations at the Alzheimer's Association. “**THE BIG BRAIN PUZZLE BOOK** is a fun and easy way to stimulate your brain while learning more about Alzheimer's.”

Specifically, the 10 Warning Signs of Alzheimer's disease, which are vital to being diagnosed early and receiving the best help and care possible, can be found within **THE BIG BRAIN PUZZLE BOOK**. If you notice any of the 10 Warning Signs, see your doctor for help. For more information, visit [www.alz.org/10signs](http://www.alz.org/10signs).

**THE BIG BRAIN PUZZLE BOOK**, presented by the Alzheimer's Association and published by Time Inc., is available wherever books are sold. Every purchase will support the Alzheimer's Association in its efforts to advance scientific research, provide and enhance care and support for all affected and reduce the risk of dementia through the promotion of brain health.

### About the Alzheimer's Association & Terry Stickels

The **Alzheimer's Association** is the leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit [www.alz.org](http://www.alz.org).

**Terry Stickels** is an internationally-syndicated puzzle writer. He created his first puzzle at the age of 11 and became hooked on logical thinking and a lifetime pursuit of having fun with puzzles. After years of creating puzzles, Stickels was asked to write a weekly puzzle column for a 12-newspaper syndicate in Rochester, New York. He's since created more than 30 puzzle books, as well as card decks and daily page calendars, dedicated to having fun exploring the powers of the mind.

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The Alzheimer's Association presents  
**THE BIG BRAIN PUZZLE BOOK**

Featuring puzzles from the internationally-syndicated puzzle writer Terry Stickels  
Time Inc.

September 2009; \$11.99 US; 160 pages  
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