

WELCOME TO BRAINOLICIOUS ADVENTURES®!



The most exciting journey your brain will ever take! Get ready for a creative, colorful adventure that builds healthy, powerful, and imaginative brains!

What is Brainolicious Adventures®?

Brainolicious Adventures® is a child to family led, arts-based brain health program designed to **strengthen the brain** and **boost creative thinking for the whole family**. Using music, art, movement, and storytelling, families explore how the brain works and discover simple, joyful ways to keep it healthy, strong, and creative!

The Anchor Book: My Brain, My Brain, My Beautiful Brain!

This beautifully illustrated, rhyming book serves as the heart of the program, helping children and their families understand **how their brains work** and inspiring **brain-healthy habits** that also **fuel creativity**.

Let's Start at the Beginning!

Why now for Brain Health?

In the United States alone, **over 7 million people are currently living with Alzheimer's disease** — a number projected to reach **13 million by 2050**. The economic cost is expected to soar from \$360 billion to \$1 trillion by that time. Our children's mental health is plummeting at the same time. The time is now to build brain health and creative thinking at the beginning of life for children and include the whole family.



While there is currently no cure, the Brainolicious team believes **the cure begins with prevention**. By teaching children brain-healthy habits early and creating fun, family-centered experiences around brain wellness, we can help **slow the progression of dementia** while **nurturing creativity, building community and lifelong brain vitality**.

Meet Your Brain Adventure Guides

Genein Letford, M.Ed.



Keeley Kaukimoce



Shawn Letford



Join Shawn "The Creative Kid," his dad, and mom, Genein Letford, M.Ed., as they lead families across America on a mission to:

- Boost creativity
- Prevent dementia
- Promote lifelong brain health – all through fun, play, and creative connection!

The Full Brainolicious Package

The "My Beautiful Brain" Book

- Engaging rhymes and dynamic illustrations that make learning about the brain fun and memorable.

Synaptic Start Cards

- Quick, hands-on brain health exercises and mini-lessons connected to the anchor book for the whole family.

The Brainolicious Creativity Box

- Packed with creative materials and challenges to spark imagination and strengthen neural connections.

Sparky "The Brain" Plushie

- A fun, friendly brain buddy that gives children a tangible way to connect with their own amazing minds!

Additional Resources for Parents, Caregivers, and Teachers

- Full My Brain Teacher Curriculum and Student Workbooks
- Online Learning Community and Video Library for ongoing engagement and support



Our Brainolicious Mission

The Lyrics 'N Leadership Institute for Brain Health is dedicated to equipping adults and children from all backgrounds with accessible, high-quality learning in leadership, life skills, and brain health education.

Join the Brainolicious Movement!

Visit brainolicious.org
Email genein@lyricsnleadership.com
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#BrainHealthForAll