



The Yogen Früz Brain Project: Mini brains make a big change for seniors amidst COVID-19

Funds support vital equipment, e-visits and telemedicine for those in Baycrest's care

TORONTO, ON – Wednesday, May 13, 2020 – The Baycrest Foundation and the annual Yogen Früz Brain Project have launched a creative campaign to help protect the well-being of Canada's most vulnerable population – seniors.

The Yogen Früz Brain Project is encouraging the public to unleash its creativity with the purchase of a mini wood brain that can be decorated at home. This initiative gives Canadians of all ages the opportunity to take part in an arts-based activity that also helps those most vulnerable during this pandemic.

Safeguarding the 1,100 seniors who call Baycrest home

The purchase of a mini wood brain for \$20 supports Baycrest's critical [Safeguarding Our Seniors \(SOS\)](#) initiative. Funds go directly toward purchasing vital protective and medical equipment, and to supporting virtual programming such as e-visits with loved ones and equipment for clinicians to treat patients via telemedicine in the broader community.

"The Yogen Früz Brain Project has always been about connecting people through art to advance Baycrest's work in aging and brain health, and the mini wood brains extend this connection into our homes," said Josh Cooper, President and CEO of The Baycrest Foundation. "We all have a role to play in safeguarding our seniors and this initiative is a creative way to support others while engaging our own brains during a very challenging time."

Donations made to the SOS campaign will be matched by members of the Baycrest Foundation and Centre Boards.

Reimagine the future of brain health

Art is one of the many ways to deal with the challenges of physical distancing, while at the same time offering an opportunity that positively impacts brain health.

How to get involved

- Purchase a mini wood brain for \$20 [here](#).
- Decorate the brain with the art supplies you choose
- Share your creation on social media using #SafeguardingOurSeniors and #NoBlankBrains
- Nominate three friends to keep the challenge going
- Donate directly to the SOS campaign [here](#).

See an example of an e-visit as a result of the SOS campaign [here](#) and a decorated mini brain below.



About the Yogen Früz Brain Project

The Yogen Früz Brain Project, a city-wide Toronto art exhibit, is celebrating its fifth year with exciting, new works of art to raise awareness about brain health and critical funding for research at Baycrest, a global leader in aging and brain health.

This year's exhibit of 50 sculptures by local and international artists and celebrities includes a curated look back at some of the inspirational works from the first four years that tie into the themes of brain resilience, memory, neuroplasticity, stigma and protection. Each artist brings their own interpretation to their piece using a blank, brain-shaped, three-dimensional form. The sculptures are displayed at a variety of prime locations around Toronto and available for sale.

Sales of the sculptures, corporate sponsorships and individual donations raise crucial funds for Baycrest's fight against Alzheimer's and related dementias. The Baycrest Foundation is grateful to title sponsor, Yogen Früz, for its ongoing support of this initiative, which encourages Canadians of all ages to think about their brain health and take steps to stay brain healthy.

Websites

- The Yogen Früz Brain Project: <http://www.brainproject.ca/>
- Baycrest Foundation: <https://www.baycrestfoundation.org/>
- Instagram: [@thebrainproject](https://www.instagram.com/thebrainproject)
- Facebook: [@baycrestfoundation](https://www.facebook.com/baycrestfoundation)

About the Baycrest Foundation

The Baycrest Foundation supports programs and services that promote excellence in care, research, innovation and education in aging and brain health. As the charitable arm of Baycrest, the Foundation provides crucial funding for areas such as: ongoing programs and a continuum of care services for the community; innovative research into cognition, dementia and brain health; and local, national and international education that supports the vision of creating a world where every older adult enjoys a life of purpose, inspiration and fulfilment. For more information, visit www.baycrestfoundation.org

About Baycrest

Baycrest is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging. Fully affiliated with the University of Toronto, Baycrest provides excellent care for older adults combined with an extensive clinical training program for the next generation of healthcare professionals and one of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute. Baycrest is home to the federally and provincially-funded Centre for Aging + Brain Health Innovation (CABHI), a solution accelerator focused on driving innovation in the aging and brain health sector, and is the developer of Cogniciti – a free online memory assessment for Canadians 40+ who are concerned about their memory. Founded in 1918 as the Toronto Jewish Old Folks Home, Baycrest continues to embrace the long-standing tradition of all great Jewish healthcare institutions to improve the well-being of people in their local communities and around the globe. Baycrest is helping create a world where every older adult enjoys a life of purpose, inspiration and fulfilment. For more information please visit: www.baycrest.org

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