

#NoBlankBrains: The Brain Project is back and better than ever, with a new format and new artists that will mark a milestone year

JUNE 19, 2018 TORONTO - The **Brain Project** is back for a third year with a new look and a new batch of talented artists, including world-renowned EDM artist Steve Aoki, Cailli and Sam Beckerman, Hate Copy, Maxwell Burnstein, Doug Schwartz, BirdO and others, whose art pieces will be displayed across the city this summer. The project aims to raise over \$1 million this year, adding to the \$2.3 million raised to-date. Funds support brain research, patient care, education and innovation at Baycrest, a leader in the field of aging and brain health.

Along with a new year and new look, the 2018 campaign will be made possible by the generous support of new title sponsor, Yogen Früz and Pinkberry, making this year's initiative The Yogen Früz Pinkberry Brain Project.

The 2018 collection will feature brain sculptures designed by artists, celebrities and thought-leaders from across North America. The artwork will be on display throughout the summer from **July 4 - August 31, 2018** at various locations in Toronto including the city's iconic **Nathan Phillips Square, The Distillery District, Brookfield Place, Union Station** and other popular landmarks.

"As part of Baycrest's Centennial celebration The Yogen Früz Pinkberry Brain Project is launching a new design this year, mirroring Baycrest's own evolution in aging and brain health innovation," said Josh Cooper, President and CEO of the Baycrest Foundation. "Funds raised through this initiative allow Baycrest to grow awareness of a very important cause, one that will affect one in three of us as we age."

Thanks to the support of media and sponsors including The National Post, Cineplex Entertainment, St. Joseph Media, Slate Asset Management and Outfront Media, the 2018 program continues to build on the success of the past two years driving awareness for brain health.

The 50 personalities, artists, and creative minds that are involved in the creation of a brain this year include:

- **Steve Aoki**, an American musician, record producer, DJ and philanthropist
- **Hatecopy**, a Toronto artist, designer and novelist known for pop-art honouring her South Asian roots
- **Maxwell Burnstein**, an artist who fuses art, fashion & design to form one unified piece of work through collage
- **BirdO**, a Canadian street artist based in Toronto who is internationally recognized for his large murals
- **Doug Schwartz**, a Detroit-based artist who specializes in a "sensory experience"

The Project's supportive leadership continues this year with prominent co-chairs Noah and Erica Godfrey, as well as honorary co-chairs Ben and Jessica Mulroney. Committee members are thrilled to be working once again with notable established art experts to curate this year's incredible collection of brain sculptures. The expanded curatorial team this year includes: Sandra Ainsley (owner of Sandra Ainsley Gallery), Karen Longfield (fine art specialist, Fischtein Fine Art), Alissa Sexton (fine art consultant), and Steven Nederveen (Canadian artist).

This year's new format of sculptures will push artistic boundaries, showcasing bold designs, with emerging and established artists working in the medium of their choice.





About the Baycrest Foundation

The Baycrest Foundation's mission is to enrich the quality of life of our community by supporting programs and services that promote excellence in care, research, education and innovation in the field of aging. As the fundraising arm of Baycrest Health Sciences, the Foundation helps provide crucial funding for breakthrough research into cognition, Alzheimer's disease, dementia, stroke, and aging brain health; medical programs and services for seniors living in our community; and education that supports healthy aging and healthcare solutions for a growing senior population.

About Baycrest

Now in its 100th year, 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 and Brain Health Innovation, 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 Jewish Home for Aged, 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

Twitter: @SupportBaycrest

Instagram: @TheBrainProject_

Facebook: Facebook.com/BaycrestFoundation

Hashtag: #noblankbrains

Website: brainproject.ca

- 30 -

MEDIA CONTACT

Ali Henwood
Chimera Collective
226-821-5771
ali@chimera-collective.com

