



yogen
früz
**the
brain
project**

Colouring Book

IN SUPPORT OF

Baycrest

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 at Baycrest. Through The Yogen Früz Brain Project, awareness and much-needed funds are raised for brain health and groundbreaking research on dementia and aging at Baycrest, a global leader in brain health and aging.

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.

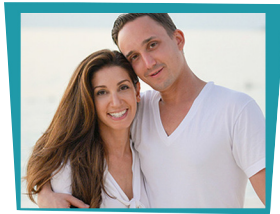
For more information on The Yogen Früz Brain Project, visit brainproject.ca.



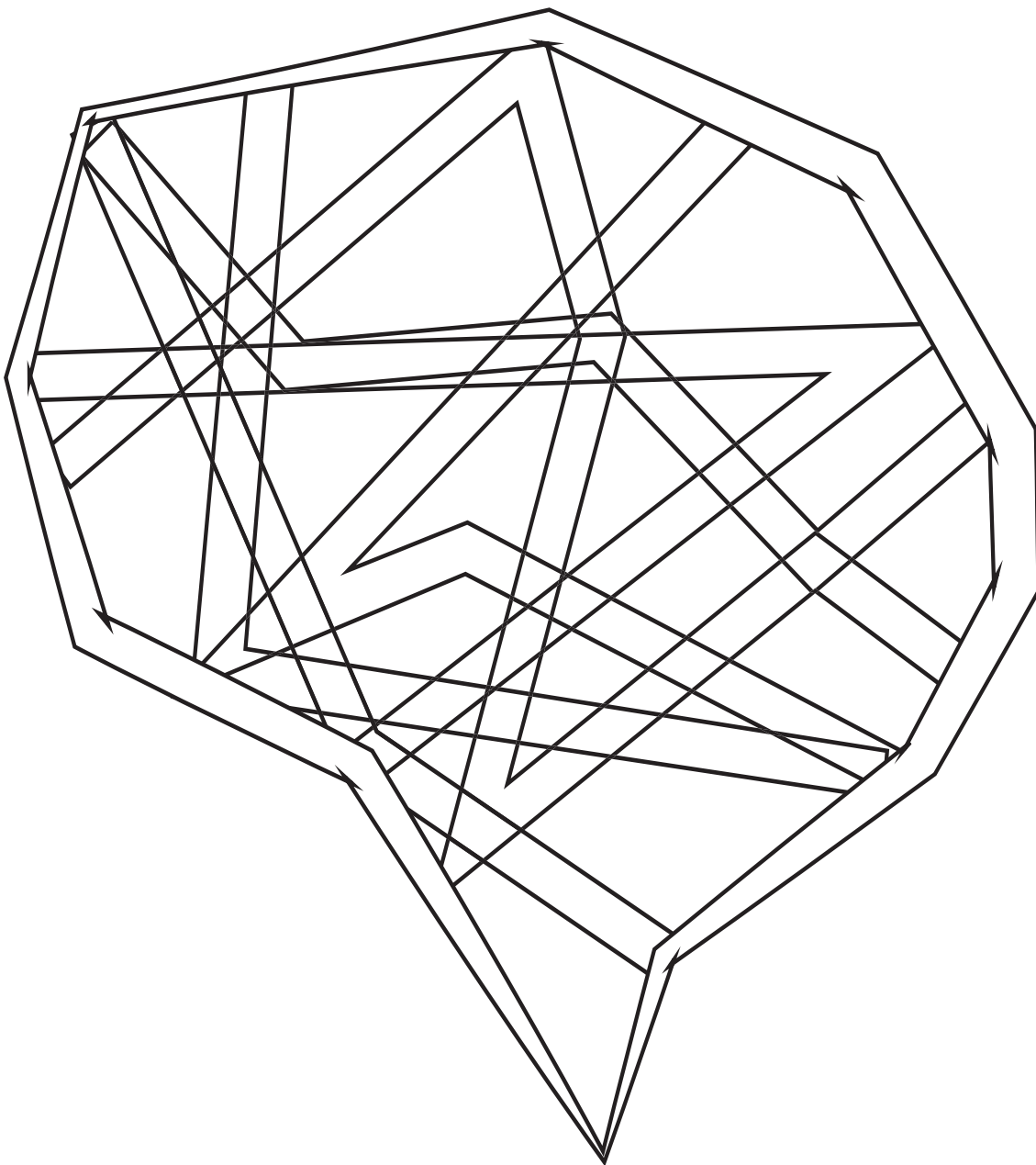
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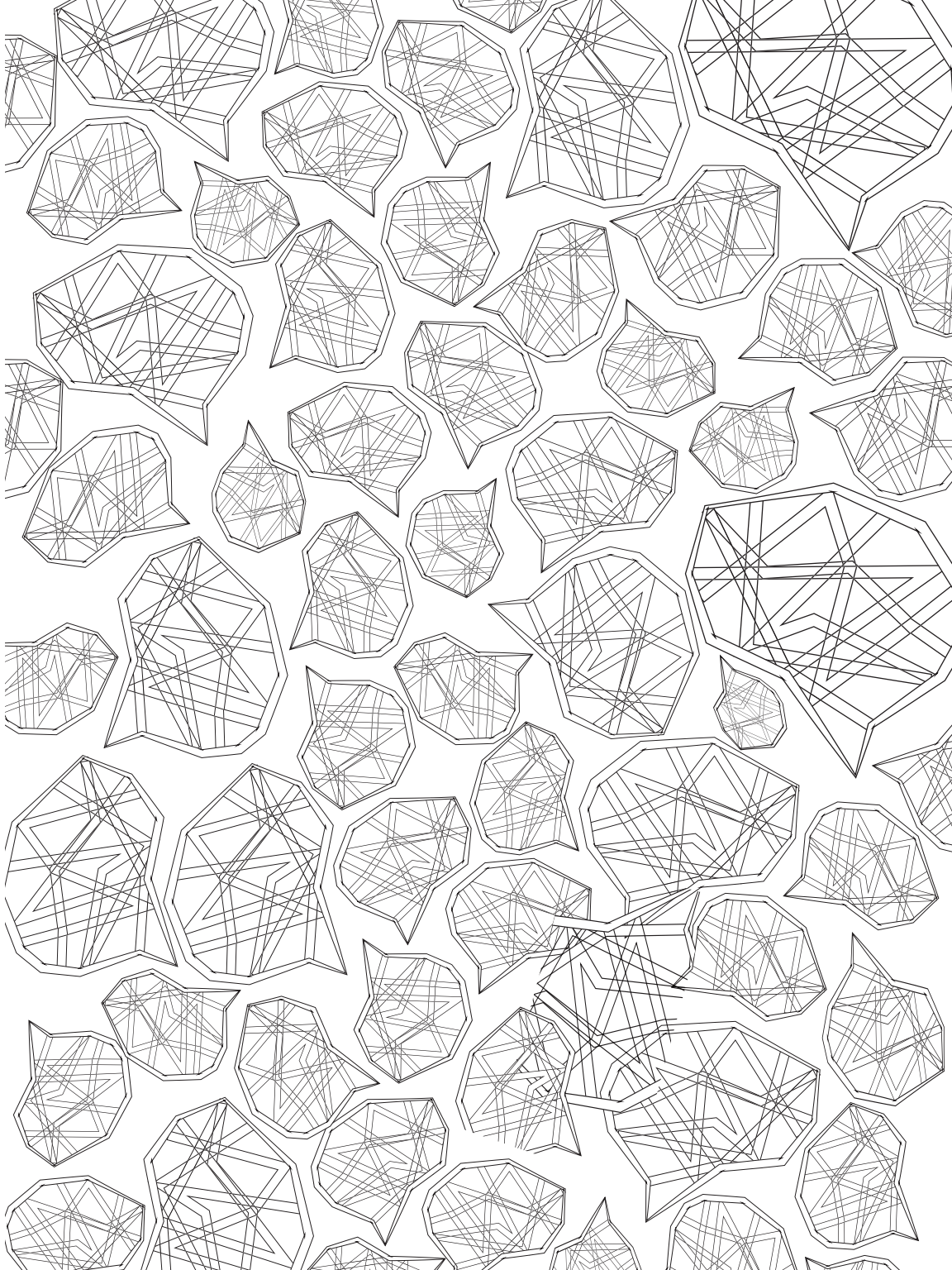
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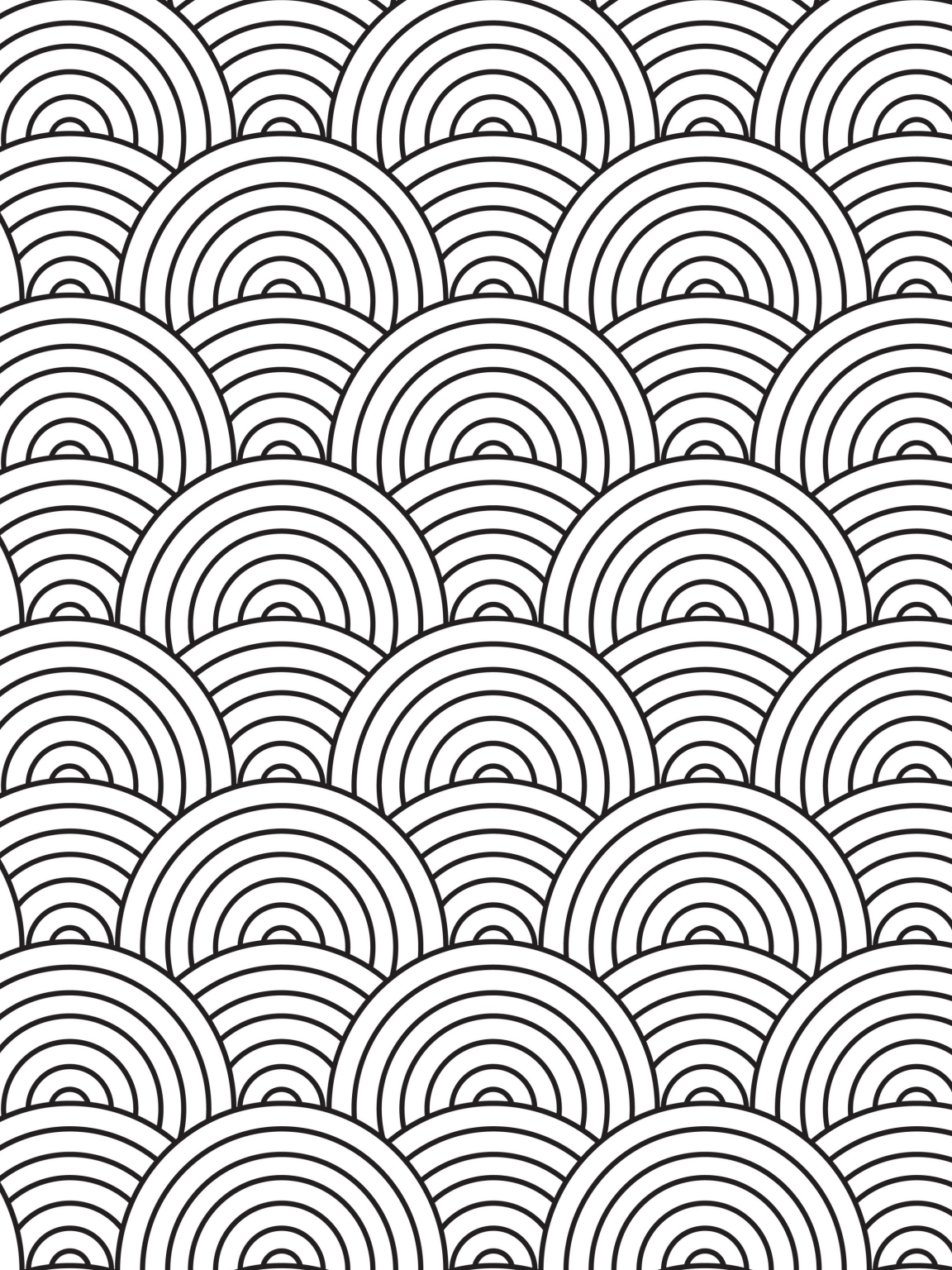
Co-Chairs
Erica & Noah Godfrey

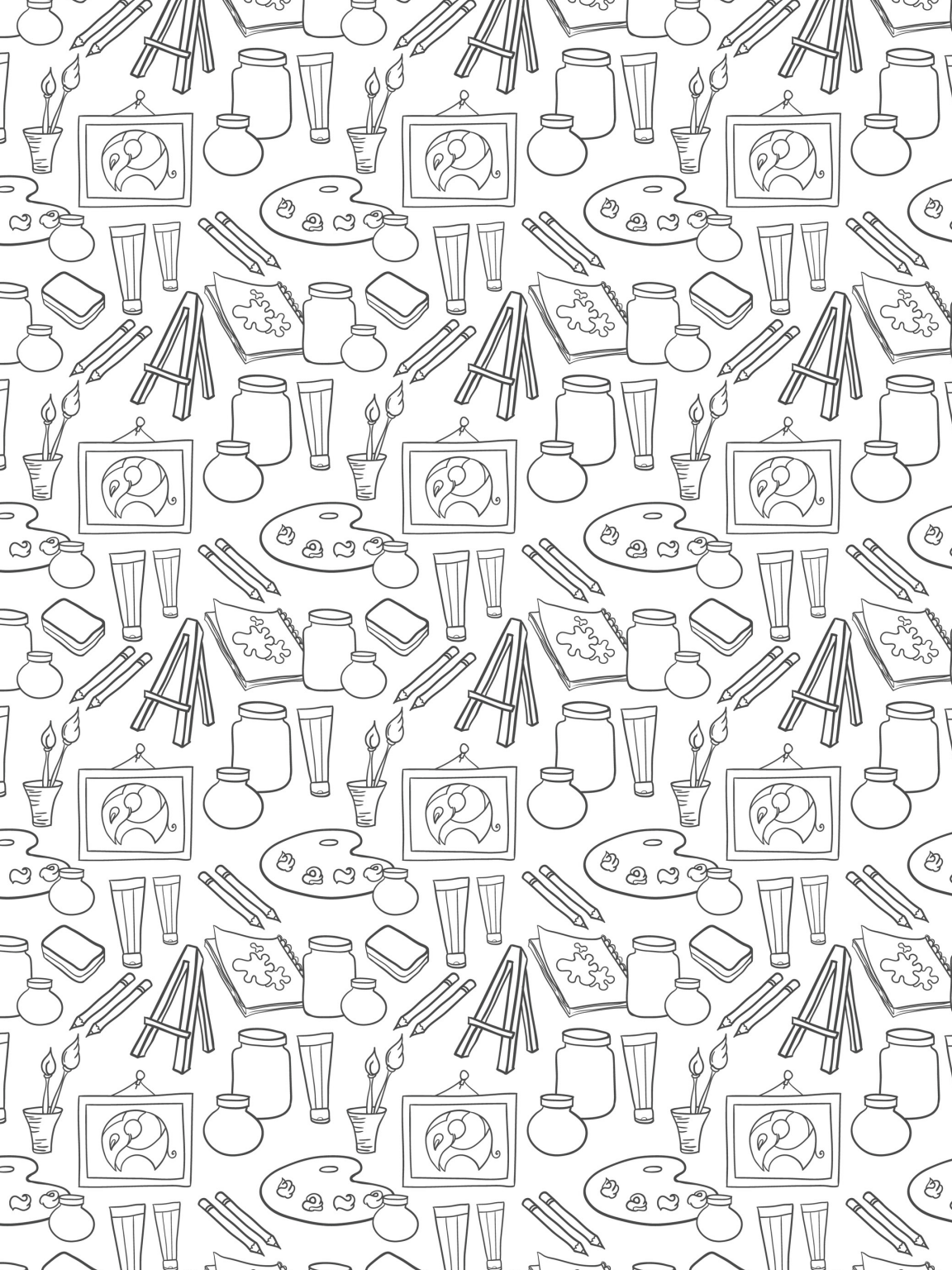


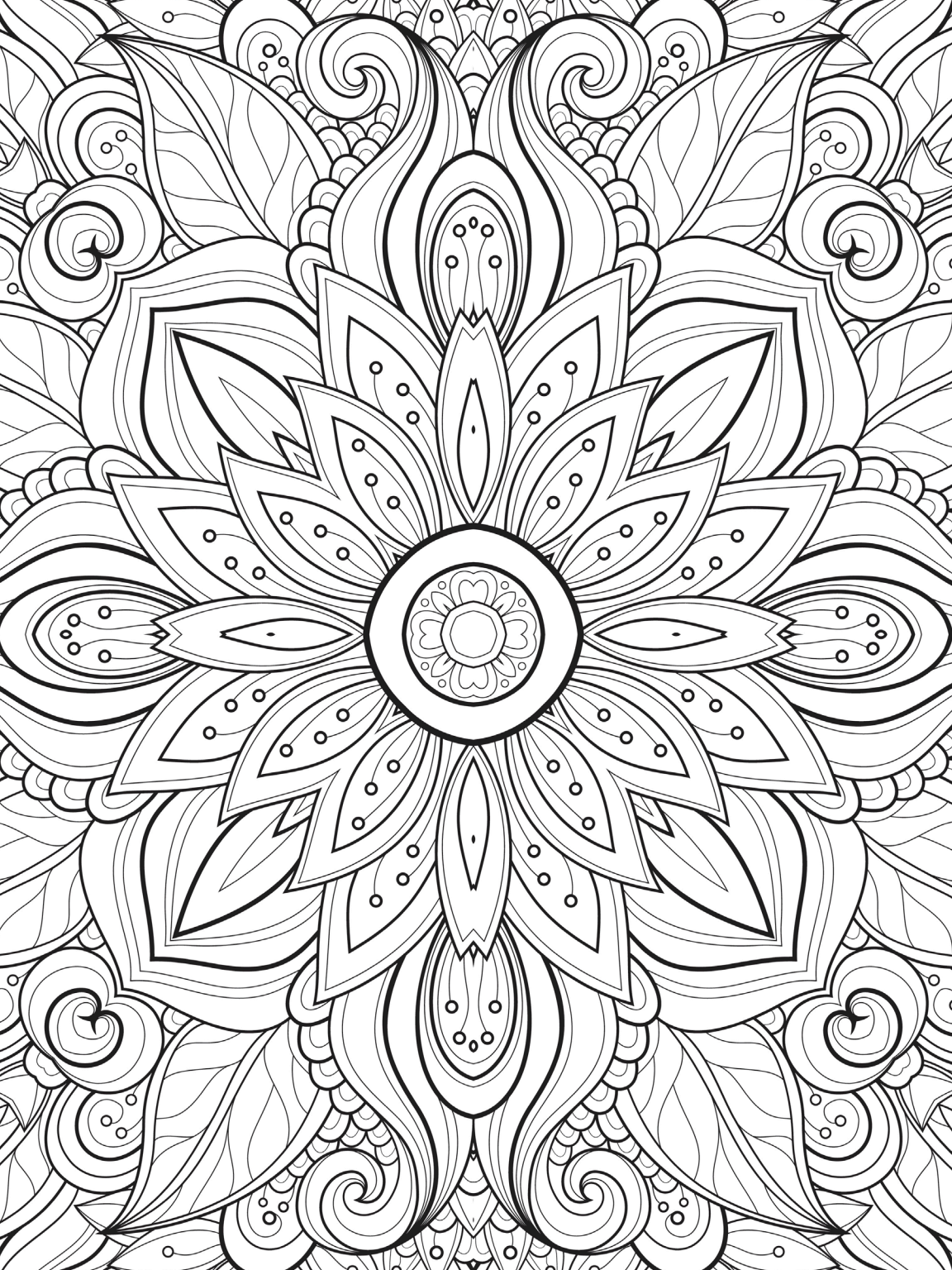
Curators
Alex Garant
Jim Hake
Yvonne Monestier
Fay Ringle

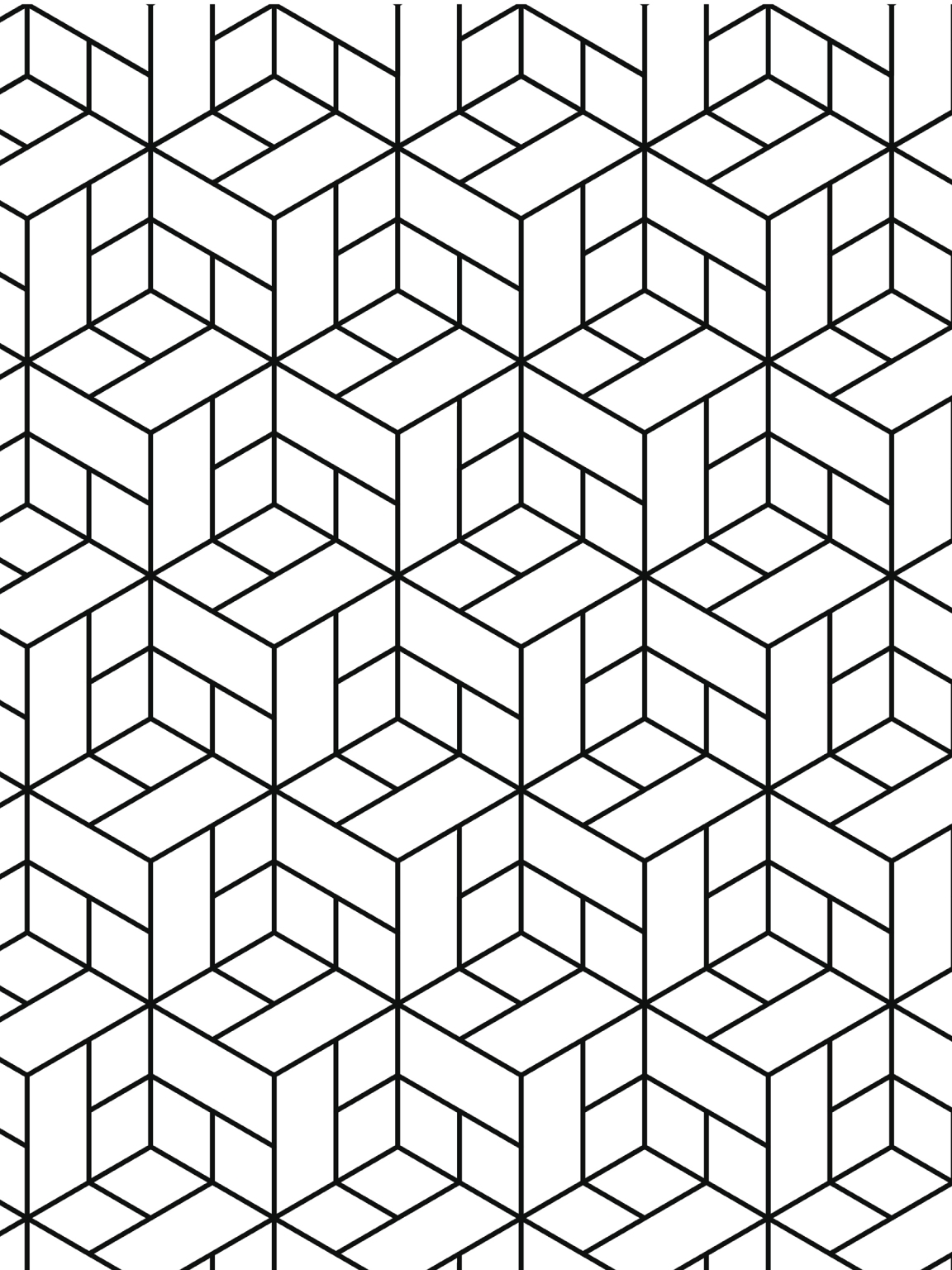




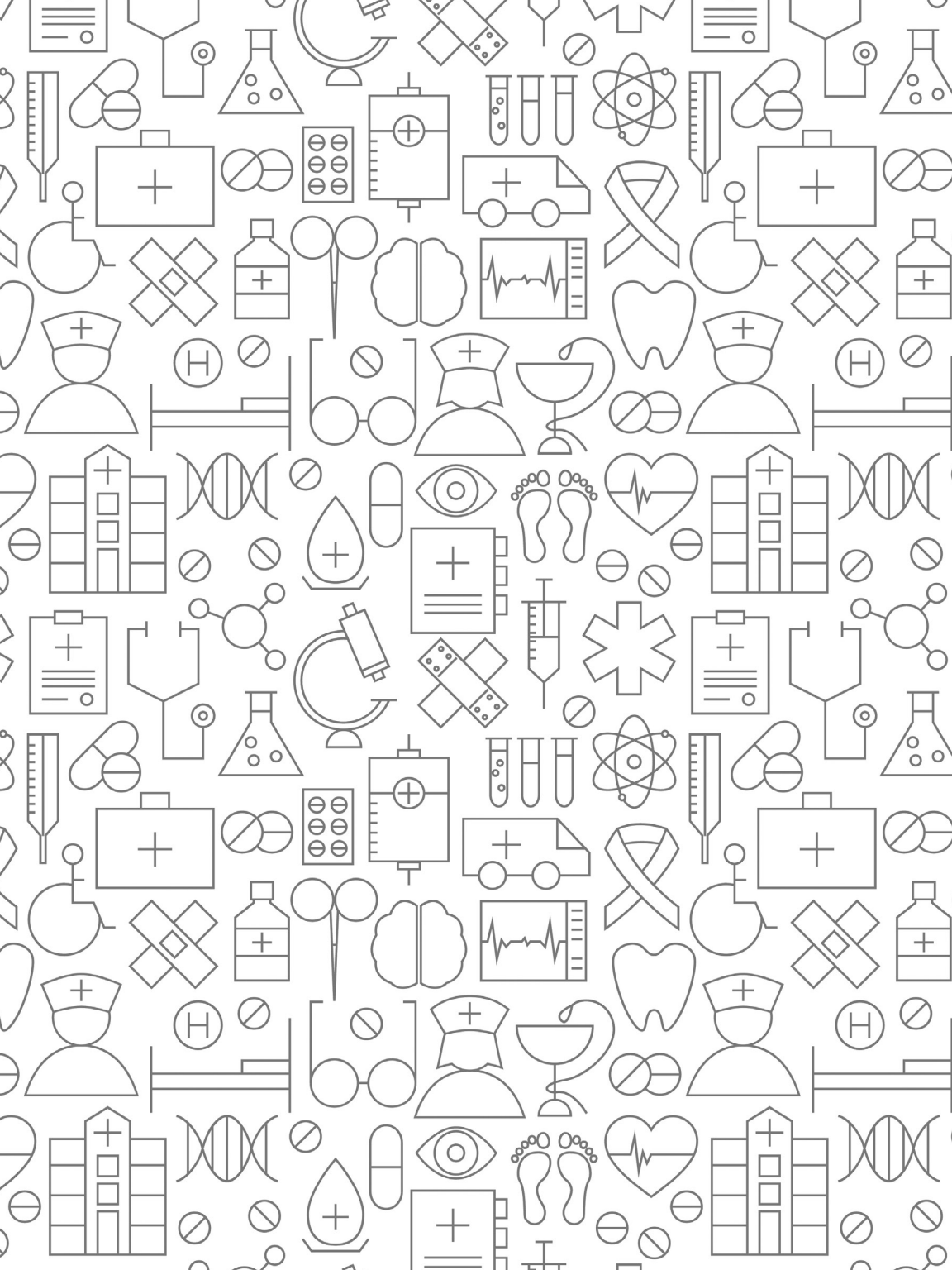


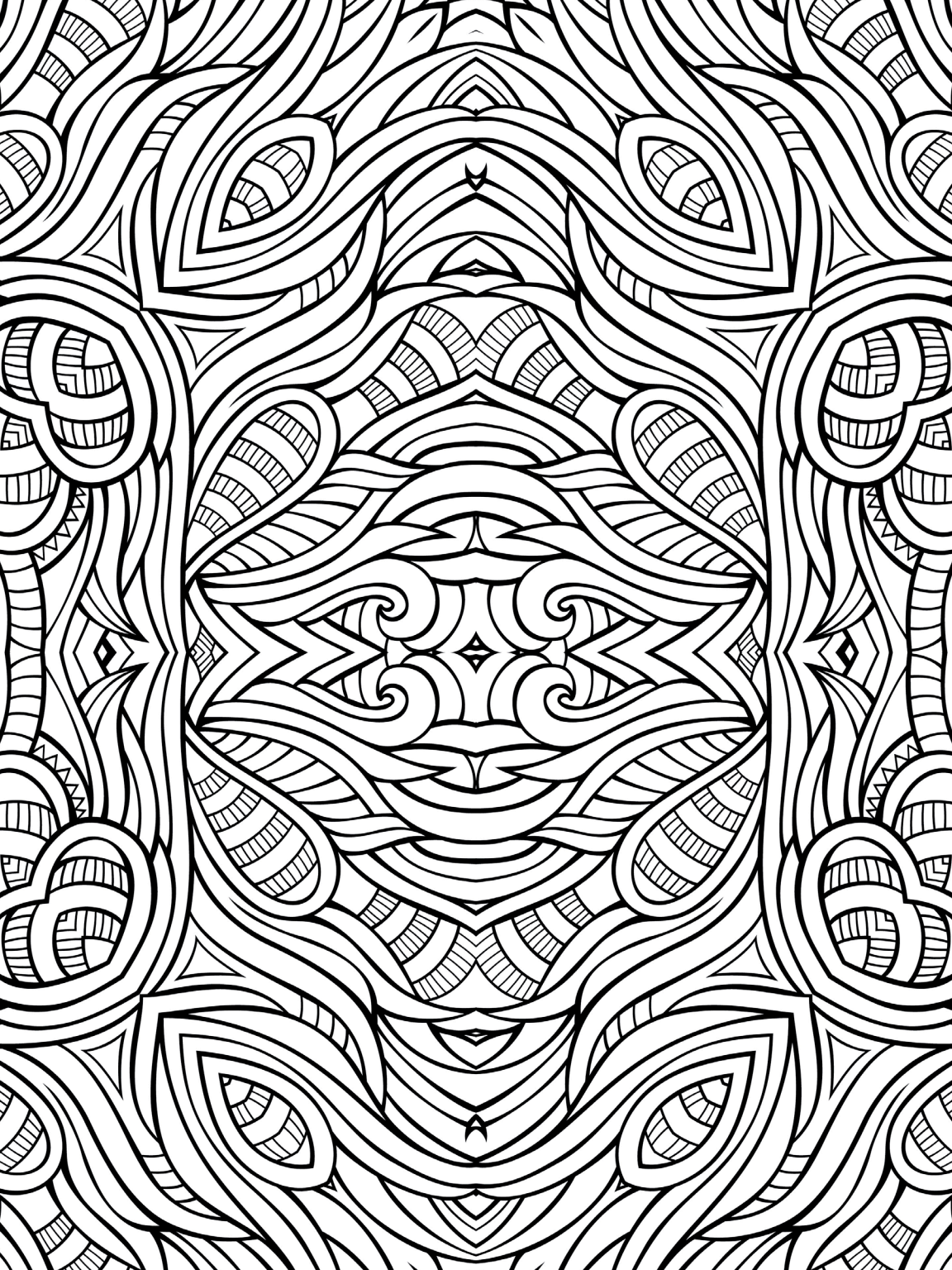
















What is Baycrest?

Baycrest is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging. Baycrest is home to a robust research and innovation network, including one of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute; the scientific headquarters of the Canadian Consortium on Neurodegeneration in Aging, Canada's largest national dementia research initiative; and the Baycrest-powered Centre for Aging + Brain Health Innovation, a solution accelerator focused on driving innovation in the aging and brain health sector. 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. Through these initiatives, Baycrest has remained at the forefront of the fight to defeat dementia as our organization works to create a world where every older adult enjoys a life of purpose, inspiration and fulfilment. 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. For more information please visit: www.baycrest.org

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 our community; innovative research into cognition, dementia and brain health; and local, national, and international education that supports healthy living for a growing population.



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