

For Immediate Release - July 11, 2017

MEDIA ALERT

The TELUS Health Brain Project hits the street of Toronto

What | The TELUS Health Brain Project launches its second annual large-scale public art exhibit in Toronto, with 100 brain sculptures designed by a talented group of internationally recognized artists, personalities and thought-leaders. The sculptures will be displayed throughout the city in support of brain health research and care at Baycrest Health Sciences. The public is encouraged to visit each display location and vote for their favourite sculpture and artist online at brainproject.ca.

Why | This exhibit aims to raise awareness for brain health and diseases like Alzheimer's and other forms of dementia. Baycrest's innovative approach to rethinking brain health is a shared vision with title partner TELUS Health. Both organizations are dedicated to creating better health outcomes and enabling people to age in a setting of their choice. Through corporate support and donations from the community, the project has raised more than \$1.3 million to date.

When | Tuesday, July 11 – Monday, August 31, 2017

Where | The brain sculptures will be showcased throughout the city of Toronto, including high-traffic notable landmarks such as:

- The Distillery District, Nathan Philip Square, The Drake Hotel, Bau-Xi Gallery, Gardiner Museum, Union Station, First Canadian Place, MaRS Discovery District, Brookfield Place, and more.
- A full list of locations can be found at brainproject.ca

Who | Prominent co-chairs Ben and Jessica Mulrone and Noah and Erica Godfrey are thrilled to be working with global ambassador, actress Sarah Rafferty, in addition to a number of art experts who have helped curate this year's collections of brain sculptures. The curatorial team includes: Sandra Ainsley (owner, Sandra Ainsley Gallery), Sabrina Hahn (Founder & Principal, Hahn Fine Art) and Alissa Sexton (Co-Director, Bau-Xi Gallery).

Contact: Courtney Khimji, courtney@chimera-collective.com (416) 557-1852 & Sydney Torgov, Sydney@chimera-collective.com (647) 206-3057

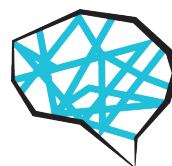
Twitter: [@TheBrainProj](https://twitter.com/TheBrainProj)

Instagram: [@TheBrainProject_](https://www.instagram.com/TheBrainProject_)

Facebook: [Facebook.com/TheBrainProj](https://www.facebook.com/TheBrainProj)

Hashtag: [#noblankbrains](https://twitter.com/noblankbrains)

Website: brainproject.ca



TELUS | HEALTH
**the
brain
project**

Baycrest