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Press Release

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BRAININSIGHTS® TO DONATE BABY FOOD ITEMS TO FEEDING AMERICA® EASTERN WISCONSIN

*With Each Product Purchased During the Month of November,
braininsights® Will Donate Baby Food, Baby Cereal, or
Formula to the Feeding America® Eastern Wisconsin Food Bank*

New Berlin, WI – Deborah McNelis, Owner and Creator of **braininsights®**, LLC announced today that the company will donate baby food products with the purchase of each Brain Development Activity Packet to the local Feeding America® Eastern Wisconsin food bank during the Thanksgiving month. This allows parents and caretakers to not only help their child’s brain develop but also help a child in need.

“During this month of Thanksgiving it is important to remember those who do not have enough to eat especially children.” McNelis said. “But it is also important to understand what a vital role food plays in early brain development. Hunger causes stress in the brain due to the lack of nutrients it needs. This causes stress hormones to be released resulting in lack of attention, behavior problems, and the brain not functioning at optimal levels. However, good nutrition can lead to increased serotonin levels in the brain and happier children spending more time playing and learning. For this reason, **braininsights®**, is doing its part by donating food to help children without enough food reach their potential.”

braininsights®, is a Wisconsin based company dedicated to creating a broad awareness and understanding of the importance of early brain development. The company offers award winning activity packets with ideas to promote brain development for children ages birth to five, as well as presentations and workshops to encourage parents, caretakers, and educators to stimulate brain development in their children.

More information can be found at www.braininsightsonline.com or www.feedingamerica.org.