



5430 S LaSalle Drive
New Berlin, WI 53151
(414) 975-7045
deb@braininsightsonline.com
www.braininsightsonline.com

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Contact: Deborah McNelis, 414-975-7045
deb@braininsightsonline.com

braininsights® Announces Release of Sixth Activity Packet in The Brain Development Series

***HELP ME THRIVE WHILE I'M FIVE: MAKING CONNECTIONS WITH YOUR
FIVE YEAR OLD IS NOW AVAILABLE***

braininsights®, a Wisconsin based company dedicated to promoting early brain development, has released the sixth packet in The Brain Development Series, *Help Me Thrive While I'm Five*.

Most people do not realize that ninety percent of a child's brain is developed in the first five years of life. The release of this sixth packet now provides parents, caregivers, and educators additional easy activities ideas to create optimal brain development in these vital early years. During these essential years the brain is doing a great amount of organizing of brain connections. These critical connections that create the base for later learning and social interaction are made strong due to repeated experience. Fun and interactive experiences with people and real objects creates the optimal development and physical brain growth.

Help Me Thrive While I'm Five provides 40 activity ideas to promote learning throughout everyday life. The activities are designed for providing the fun and stimulation the five year old brain needs even when parents are busy. The brain likes to have some challenge and needs ways to learn and interact with people and objects. Each activity in the packet also includes a brain insight on the back of the card. These insights give adults an understanding of the benefits gained through doing the activity. Children love to have new and fun experiences. This packet provides all of this in an easy to use format.

The mission of **braininsights®** is to make the importance of brain development common knowledge. "We ALL benefit from ALL children with well developed brains and the first five years is the time that the most impact is made" explains Deborah McNelis, the company's owner and creator.

For more information on **braininsights®**, visit www.braininsightsonline.com or the blog at www.braininsights.blogspot.com.