

Quick and Easy Ways to Move Your Mind Forward Today



Every 66 seconds a new brain develops Alzheimer's. Today, we are challenging you to take that 66 seconds and do something to stop the clock on Alzheimer's disease. By taking the challenge, and sharing it with everyone you know, you will help spread the word about the things you can do each and every day to lead a brain-healthy life. Join us and share your story with #Challenge66.

- 1. Take 66 seconds to read this list and take the first step towards preventing Alzheimer's disease-** do something on this list, then share it with a friend and encourage them to do the same.
- 2. Dance around the kitchen to your favorite song-** be creative about how you move, it doesn't have to be confined to the gym.
- 3. Get outside now and take a stroll around your neighborhood-** spending time in nature lowers cortisol, a stress hormone, linked with longer life in women.
- 4. Plan a game night with family or friends-** create new neural pathways and connections, boosting memory and overall brain health.
- 5. Step away from the salt-** control your blood pressure and try other brain healthy spices like turmeric, ginger, rosemary and cilantro.
- 6. Pass it on by giving \$6, \$66, or \$166, whatever you can-** donate any amount you can to supporting women-based research and helping in our fight to wipe out this mind-blowing disease.
- 7. Get your day started right. Make the bed when your feet first hit the floor-** it's a task completed and it will feel lovely when you get back into it at night.
- 8. Make your bedroom a *No Phone Zone* to get a better night's sleep-** the blue light they emit is distracting and inhibits the release of melatonin, a hormone necessary to falling asleep.
- 9. Laughing is good for your brain so take a few minutes to watch a funny TV show or YouTube video-** humor can relieve stress, help stimulate your immune system and even reduce pain.
- 10. Sneak in a quick cardio session wherever you are: hop up and down, do 66 jumping jacks right now-** exercise increases blood flow to your brain and helps you clear your mind.
- 11. Ditch the refined sugar and try a brain-healthy substitute like Agave-** to keep your brain healthier and reduce risks of developing Type II diabetes.
- 12. Multitasking is NOT your friend, focus your attention on one thing for 10 minutes-** focusing on too many things at once compromises your ability to store information over short periods of time.
- 13. Mix up today. Do 66 seconds of push-ups and then 66 seconds of jogging in place-** get the best brain boosting benefits by combining aerobic and weight training.

14. **Strike up a conversation with someone new-** regular social interaction helps maintain your brain's vitality.
15. **Catch up with an old friend by phone, *not* text or email-** enriching your social networks help you perform better cognitively, live longer and be happier.
16. **Memorize your shopping list and compare your purchases to your list when you get home-** forcing your brain to retrieve stored information strengthens existing neural pathways
17. **Just say NO to processed foods for one day-** reducing the level of harmful preservatives and chemicals that can negatively impact your brain health.
18. **Hit the floor and hold a plank for 66 seconds-** challenging your mind with a new exercise and increase healthy brain activity.
19. **Make a list of 5 things you are grateful for—right here, right now-** a positive attitude can improve outcomes and life satisfaction across a spectrum of conditions.
20. **Put out the cigarettes-** smoking makes it harder for blood to flow to your brain and is considered a risk factor for developing dementia and Alzheimer's.
21. **Get a solid seven to nine hours of sleep every night-** this allows your brain to clear itself of toxins and be ready for the next day.
22. **Sing at the top of your lungs—in the car, in the shower, or wherever strikes your fancy-** music touches our brains, our bodies, our hearts and our souls, soothing and reducing stress.
23. **Pick up the dictionary and take 66 seconds to learn a new word-** doing so will create new neural connections in your brain.
24. **Sneak dark, leafy greens in wherever you can- smoothie, sandwich, or dinner stir-fry-** their vitamins and antioxidants keep your brain humming.
25. **Take 66 seconds to meditate today-** mindful breathing is the easiest, cheapest and most portable tool we have to control stress and anxiety each day.
26. **Color your mind. Pick up some crayons and doodle on scratch paper or in your favorite coloring book-** if meditating isn't your thing, this is a great alternative to reduce stress and anxiety.
27. **Take a quiet moment to share a favorite memory with a friend or loved one-** retrieving memories helps stimulate your brain and positively impacts your mood with happiness and joy.
28. **Don't eat past sundown because it's not just what you eat, but when you eat it-** intermittent daily fasting reboots your metabolism by burning fat as its primary fuel.
29. **Make a list of your 10 favorite TV shows or books from your childhood-** forcing your brain to retrieve stored information strengthens existing neural pathways.
30. **Quench your thirst-** many of us are dehydrated and don't even know it- increasing your intake of water will help your brain function better and improve its ability to retain memories.