

Media Kit 2020

**BrainShape &
Dr. Andrea Wilkinson**



Hello!

I'm so glad you're here. I'm Dr. Andrea Wilkinson. I have a PhD in Psychology with a specialization in Cognitive Aging, and have been researching brain health and cognitive maintenance for over 15 years.

I'm born and raised in Toronto, Canada. I am fascinated by the boundaries of brain plasticity - our brain's ability to change itself, and have a passion for sharing information about how to protect brain health and physical health with increasing age through personalized lifestyle approaches.



There is no one-size-fits-all approach to health and my mission at **BrainShape** is to help cultivate meaningful lifestyle changes in individuals looking to improve their mental vibrancy and physical energy as they age.

About BrainShape.ca

BrainShape.ca is an online platform and community for adults aged 60+ who want to enhance their mental and physical vibrancy.

Through her **BrainShape.ca** platform, Dr. Andrea Wilkinson promotes brain health across four key pillars: physical fitness, food & nutrition, socializing, and mental considerations – including sleep, stress management and mental challenges. Given the unique needs of adults aged 60+, she uses a personalized approach to promote healthy aging and sustainable behaviour change inside the *Brain Vitality Blueprint* (her 90-day brain health optimization program).

BrainShape Podcast

Dr. Andrea Wilkinson is the host of the **BrainShape Podcast** - a weekly show that covers the latest brain health research and shares interviews with experts in the field of health & aging.



Target Audience

BrainShape's audience is predominantly female with the majority of women being aged 60+. They want to be the best version of themselves, mentally vibrant and physically energized.



Public Speaking

Dr. Andrea Wilkinson has presented at over 50 national and international conferences, and community events (visit Dr. Andrea's [Speaking Page](#)).

Topics Covered

- Healthy Aging
- Four Key Pillars of Brain Health
- Memory, Cognition, & Aging

Media

- ZoomerTV Panel on "Tech Trends for Zoomers"
- ZoomerTV Panel on "Women's Brain Health"
- CTV Barrie

Testimonials

"Dr. Andrea Wilkinson is such a dynamic & engaging speaker"

- Melanie Santarossa, Former Manager, Programs for 50+ and Community Engagement, The G. Raymond Chang School of Continuing Education, Ryerson University

Contact

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