

**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

[ANDREA@BRAINSHAPE.CA](mailto:ANDREA@BRAINSHAPE.CA)

[WWW.BRAINSHAPE.CA](http://WWW.BRAINSHAPE.CA)



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

