#### 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.

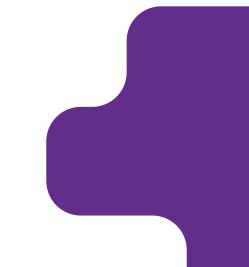


## **Public Speaking**

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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