



CENTER *for*  
**BRAINHEALTH**®  
THE UNIVERSITY OF TEXAS AT DALLAS

FOR IMMEDIATE DISTRIBUTION

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## **National Charity League, Inc. and Center for BrainHealth Form Partnership to Raise Awareness**

DALLAS (September 17, 2020) – The [Center for BrainHealth](#)® at The University of Texas at Dallas has kicked off a partnership with [National Charity League](#) (NCL) to raise awareness and share proactive strategies that can strengthen brain health and performance among the members of NCL's 282 chapters nationwide.

“Our understanding of how the brain can get stronger and perform more efficiently across the lifespan grows every day with advances being made in cognitive neuroscience, and we take it one step further by applying these insights to daily life,” said Stephen White, executive director of the Center’s translational arm, the Brain Performance Institute. “By teaching young women how to tap into the power, the creativity and the problem-solving capacity of their own brains, we are equipping the next generation of leaders for a lifetime of endless opportunities.”

To launch the collaboration, NCL will distribute to all its chapter leaders a series of BrainHealth videos called “Inspired to Rewire”, with practical tips and strategies that leverage scientific insights into how the brain functions and adapts moment to moment. Members will start receiving monthly virtual gift boxes with fun, curated activities designed to reframe the ordinary into something extraordinary. They will feature:

- “Do Something New” series, created by Bonnie Pitman, director of art and innovations at the Center for BrainHealth and a former director of the Dallas Museum of Art
- “Connection and Creativity” series, created by Maria Johnson, director of youth and family innovations at the Center for BrainHealth

“Given the challenges of COVID, we are expanding our self-care leadership curriculum to include brain health tools and resources for both our Patronesses and Ticktockers,” said Renée Tuzee, National Charity League CEO. “By partnering with the experts at Center for BrainHealth, we are helping our members take action by learning about and adopting brain-healthy habits.”

### **About National Charity League, Inc.**

Established in Los Angeles, California in 1925, and incorporated in 1958, National Charity League, Inc. is the nation’s premier mother-daughter non-profit organization. Through mission-based programming, National Charity League develops socially responsible community leaders and strengthens the mother-daughter bond. The core program includes leadership development, community service, and cultural experiences.

Currently, the philanthropic organization has over 200,000 members and alumnae in hundreds of chapters across the nation. Last year, members contributed more than 2.5 million volunteer

hours to more than 6,000 local philanthropy partners and their chapters, resulting in a \$68.7 million fiscal impact. National Charity League proudly celebrates its 95<sup>th</sup> anniversary in 2020.

For more information or for Alumnae interested in reconnecting, visit [www.nationalcharityleague.org](http://www.nationalcharityleague.org) to find a Chapter in your area.

### **About Center for BrainHealth**

The Center for BrainHealth, part of The University of Texas at Dallas, is a research institute committed to enhancing, preserving and restoring brain health across the lifespan. Scientific exploration at the Center for BrainHealth® is leading edge, improving lives today and translating groundbreaking discoveries into practical clinical application. By delivering science-based innovations that enhance how people think, work and live, the Center and its Brain Performance Institute™ are empowering people of all ages to unlock their brain potential. Major research areas include the use of functional and structural neuroimaging techniques to better understand the neurobiology supporting cognition and emotion in health and disease.

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