

UsAgainstAlzheimer's and WomenAgainstAlzheimer's present:

Be Brain Powerful

A Campaign for Women's Brain Health



**Images for illustrative purposes only*

CREATIVE

What good is a message without people to share it with? We're featuring brain health advocates on creative to be shared at our launch event in Manhattan, on our website, and through city-wide guerrilla marketing campaigns.

BRAINY TEES

Like any good movement, we need good tee shirts. We're taking cues from other women-led campaigns and creating tees that make a point – and a great Instagram pic.



SOCIAL MEDIA

A movement is nothing without a strong voice. We're bringing brain health to the social space with empowering messages that speak to women of all ages, everywhere.



#BRAINGOALS