



Training The Brain To Avoid Summer Brain Drain

*BrainCore of NY Helps Students Achieve Success
in the New School Year*

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FOR IMMEDIATE RELEASE

Long Island, New York (June 25, 2013) -- [BrainCore of NY](#), a consortium of neurofeedback therapy providers, today unveiled its "[Summer Brain Booster Program](#)" aimed at correcting abnormal brain-wave patterns that trigger ADHD and other neurological disorders, as well as developing peak performance for success in the new school year.

Studies show that learning loss is common among young people during summer vacation when they are not engaged in educational activities. Math skills in particular are affected, with students losing an estimated two months of grade level equivalency in math computation abilities during this period.¹ Through neurofeedback training, the intensive Summer Brain Booster Program helps improve behavior and attention issues, mental sharpness and concentration to help students achieve their personal best in academics, sports and in their personal lives by creating new brain-wave patterns.

According to [Dr. Jason Pape](#), a board-certified chiropractor and BrainCore of NY partner, "BrainCore is an enjoyable, stress-free training program that can improve overall cognitive functioning for patients with ADHD, Asperger's and other neurological disorders as well as those looking to achieve peak performance. Using sensors affixed to the scalp and either a movie or a video game, we are able to record a real-time visual display of the patient's brain-wave activity on a computer monitor. BrainCore's sensory integration and neurofeedback rewards-based system helps the patient learn to control the video game or movie with his or her brain. Over the course of time, the brain learns to produce the appropriate brain waves at the appropriate time, resulting in an alleviation of the symptoms."

BrainCore therapy is a non-drug, non-invasive neurofeedback training program for neurological disorders as well as performance conditioning. Based in over 40 years of clinical research, neurofeedback therapy effectively balances the nervous system to improve both focus as well as health issues associated with Neurological Dysregulation Syndrome (NDS), a condition resulting from

dysfunction in the nervous system due to poor nutrition, stress, drugs or trauma. NDS can underlie ADHD, Autism Spectrum Disorders, insomnia, anxiety, migraines, chronic pain and other conditions.

Dr. Pape adds, “Neurofeedback is approved by The American Academy of Pediatrics as a Level 1 or ‘best support’ treatment option for children suffering from ADHD. It is an effective alternative to prescription medications which all too often are accompanied by side effects and for many require a lifetime commitment to manage symptoms. BrainCore neurofeedback therapy offers patients a non-invasive, non-drug option that produces results that are long lasting and even permanent for some. With schedules a bit less rigid in the summer, now is an ideal time to start a brain-training program to best prepare your child for the coming academic year.”

BrainCore of NY will host a free informative lecture hosted by Dr. Jason Pape on June 27, 2013, 7:30 pm at the Melville Marriott on the “Summer Brain Booster Program.” The presentation is open to all who wish to learn more about improving their cognitive skills or neurological health concerns, whether students, seniors or anywhere in between. A demonstration of the BrainCore system will be presented. All attendees will qualify to receive a special 10% off the summer training program. Program details will be explained at the lecture. Seating is limited. Please register by calling 516.587.7810 or visit our website at <http://www.braincoreny.com/events/?eID=2>.

BrainCore of New York is a consortium of holistically-minded doctors dedicated to improving the lives of their patients by helping them to better regulate their brain waves through Neurofeedback Training. The group offers a safe, clinically-researched, drug-free approach aimed at increasing neurological function, thereby reducing symptoms without side effects. BrainCore of New York maintains offices in locations throughout Long Island and in Manhattan. For more information on BrainCore visit www.braincoreny.com or call 516.587.7810.

¹White, 1906; Heyns, 1978; Entwisle & Alexander 1992; Cooper, 1996; Downey et al, 2004

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To locate a BrainCore of New York partner contact 516.587.7810