



AMERICAN CUSTOM PUBLISHING CORPORATION®

NEWS RELEASE

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New Personalized Calendar Provides Year-Round Brain Fitness Information for Older Adults

American Custom Publishing® (ACP), an award-winning publisher of educational calendars for the older adult market, is introducing its **2011 Brain Fitness Calendar™** this fall — the first calendar of its kind to make key brain health information available to older adults every day of the year.

This colorful wall calendar features monthly brain fitness topics, together with interesting brain health facts, “brain game” exercises, and weekly brain health tips. Monthly brain health topics include heart health and brain health; nutrition; physical activity; lifelong learning; memory changes and more. The calendar’s content is based on current brain health research and reviewed by experts in the field. A pocket planner edition is also available.

All calendars are personalized for the organizations that purchase them, and there are a variety of custom options available. Prices range from \$3.16 per calendar to under \$2.00 per calendar, based upon quantity. The minimum wall calendar order is 200 calendars.

“User-friendly” calendar features include low-glare paper and larger type for easier reading and writing. The calendars are also spiral-bound for easy use.

“In addition to the calendar, we are offering a unique benefit to readers,” adds Gary W. Ford, ACP’s publisher. He continues, “our new website, www.brainfitness2011.com, will provide calendar readers with the latest brain health and fitness information throughout 2011. They can also send us ideas for future topics and even brain games for our 2012 calendar edition.”

The 2011 Brain Fitness Calendar’s monthly photos and topics, together with personalization options, can be found at: www.brainfitnesscalendar.com.

American Custom Publishing (ACP), publisher of the 2011 Brain Fitness Calendar™ is a 22-year old company based in the Chicago area. ACP has printed millions of custom calendars for the older adult market. The company’s most popular calendar, the *Senior Health Calendar™*, has won more than 20 national awards for its quality and content. Information about ACP’s other senior market calendar programs can be found at www.seniorcalendars.com.

“We’ve found a remarkable amount of interest in brain fitness topics among older adults,” adds Ford. He continues, *“Our new calendar will provide accurate information about important brain health topics and resources every day of 2011.”*

For more information about the 2011 Brain Fitness Calendar, including samples and prices, please contact Gary Ford, ACP publisher: 1-800-828-8225. E-mail: gford@acpinc.com.

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