[Publish Date/For immediate release]

[Insert Short Attention Grabbing Headline (e.g. Library News: Train Your Brain With BrainHQ)]

([INSERT CITY OF LIBRARY]) -- The [NAME OF LIBRARY] library is making the BrainHQ online brain-training platform available, without charge, to library members, who want to maintain or improve cognitive performance.

BrainHQ is unique among brain training offerings, because its exercises and assessments have been shown beneficial in more than 140 peer-reviewed articles in medical and science journals.

Across varied populations, BrainHQ exercises have been shown to improve performance on standard measures of cognition (e.g., attention, speed of processing, memory), as well as in measures of quality of life (e.g., self-rated health, mood, confidence and control), and in real world activities (e.g., balance, driving, and everyday cognition).

In a systematic comparison of brain training products for healthy aging, published last year in Neuropsychological Review, independent Alzheimer’s experts found that while most brain training programs had no studies showing efficacy, the exercises found exclusively in BrainHQ were backed by multiple high-quality studies.

BrainHQ is designed to be for everyone. Each BrainHQ exercise continuously adapts to an individual user's performance, challenging the user with progressively tougher activities. Users can track their progress and compare their scores to other users in their demographic.

BrainHQ users have two convenient ways to access the resource: (1) through the public computers at [NAME OF LIBRARY] library, or (2) remotely on many Internet-connected devices, such as home computers, laptops, tablets and smartphones. All that is required is a valid library card and PIN.

Typically, subscribers pay a monthly or annual charge for access to these exercises, but they are now offered for free through your local library.

[INSERT INSTRUCTIONS ON HOW TO GET A LIBRARY CARD AND HOW TO ACCESS BRAINHQ THROUGH THE LIBRARY FROM HOME]

For more information contact [name], [position] at [phone or email address]