

# Memory Exercises Help Keep Minds Sharp

How do you stay fit? Exercise your body. How do you stay sharp? Exercise your mind.

So says a recent federal study, which reports mental exercises offset some of the declines that might be expected in the thinking skills of older adults. These mind games also show promise for helping people to maintain their abilities to perform everyday tasks such as shopping, making meals and handling finances, according to the report by the National Institutes of Health.

“Cognitive decline is known to precede loss of functional ability in older adults,” said one of the researchers, Patricia A. Grady, Ph.D., R.N., Director of the National Institute of Nursing Research.

“Research to identify effective ways of delaying this decline is important because it may help individuals, and our aging citizenry, maintain greater independence as they grow older,” she said.

The study, conducted over a five-year period among adults living in retirement communities, found a slower rate of decline among people who received cognitive training than among those who didn't.

Friendship Village's new print advertising campaign features the kind of brain exercises that help keep the mind sharp.

The unique campaign concept engages the reader through interactive puzzles, including a crossword, a word search and a Sudoku. The answers to the puzzles provide plenty for older adults to consider – friendship, lifestyle and fitness, to name a few.

Each ad directs readers to [www.friendshipvillage.org](http://www.friendshipvillage.org) to find the answers, where they'll also find a wealth of information about the community. But, more importantly, the puzzles underscore one of the important aspects of life at Friendship Village – a focus on engaging people in pursuits that promote wellness of mind and body.