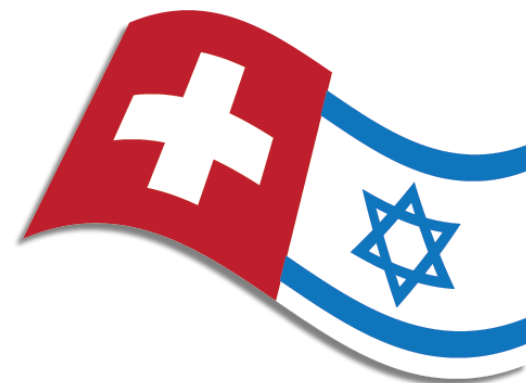


Inauguration of the Gripspfad – Brain Path 26.11.2013

Welcome to the Inauguration ceremony

We would like to welcome:

- *Natalie Kohli Deputy Head of Mission of the Swiss Embassy in Tel Aviv and Jaël Wyler, Cultural Attachée.*
- *Tamar Avni-Urbach, Eshkol regional council*
- *Yaakov Kabilo from Eshel-Joint*
- *Chairman of the Israeli-Swiss Friendship Association, Mr. Jacques Korolnyk*
- *Chairwoman of the friendship association Neve-Eshkol-Switzerland Mrs. Ursula Rosenzweig*
- *The members of the ICZ Zurich Synagogue Choir and its conductor Mr. Robert Braunschweig*



Memorable Moments



of the Inauguration Day



GR!PSPFAD

Train your brain

- Today we are proud to inaugurate the first part of our joint Swiss-Israeli project of *The Neve Eshkol Day Care Center for the Elderly*: The Brain Path.
- Its concept is simple: a path along the building of the center with 11 exercises. To strengthen the mental abilities and relieving tension and concern.



GR!PSPFAD

Train your brain

An old saying goes: "You can't teach an old dog new tricks", meaning when you're old you're done.

But this isn't true!

Even granddads can learn new tricks, although it may be harder.

The human brain is built on changes for as long as you live and that's the foundation of mental learning.

Prof. Lutz Jäncke from the Zurich University says about the brain: "use it or lose it" meaning not using the brain means brain death.

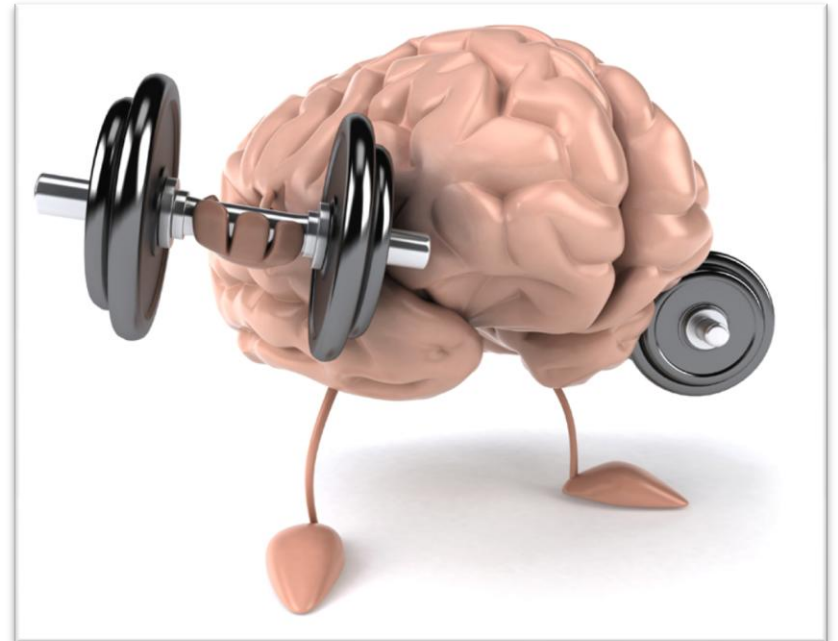
Our brain is basically a muscle which needs constant training. Without exercising, your brain will weaken and loose its skills.



GR!PSPFAD

Train your brain

- Everybody believes that training the brain means crossword puzzles or Sudoku.
- Few know that you can train your brain through certain body movements.
- The moment we move, we activate various parts in our brain and create new connections (synapses) between our brain cells.
- To improve our brain we must move!

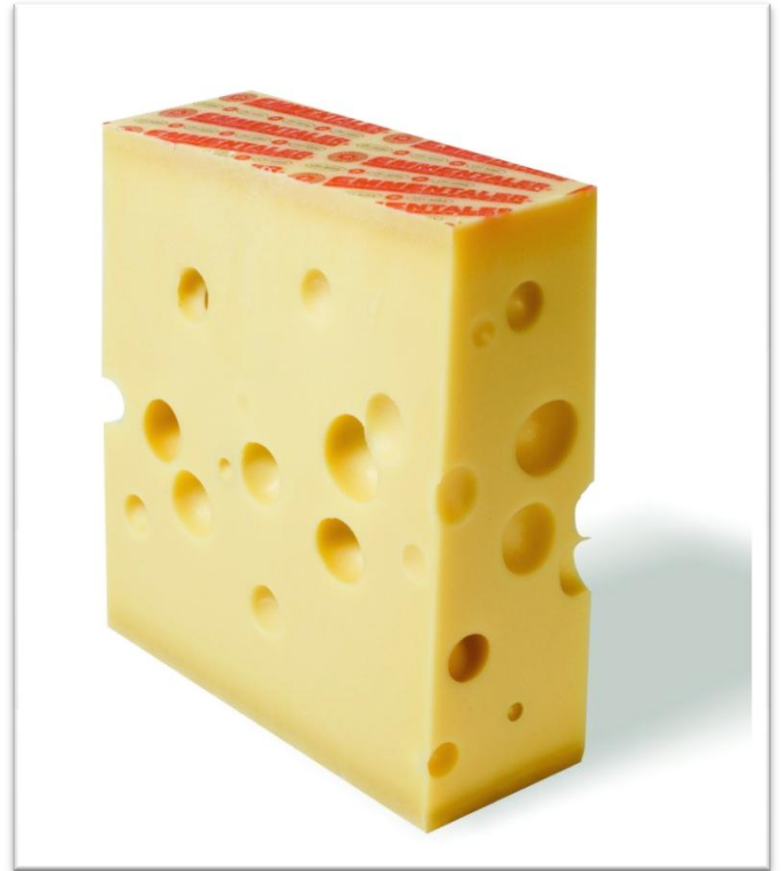


GR!PSPFAD

Train your brain

The ability of the brain depends on our way of life

- Life without physical activities creates holes in the brain similar to Swiss cheese. It loses its connections (Synapses) between the nerves.
- A life full of activities enables changes in the brain and safeguards it from deterioration.



GR!PSPFAD

Train your brain

What is a brain path?

The brain path is a walking track in a park or in a forest.

Along the track 11 posters with exercises are posted

The exercises improve:

- Blood flow to the brain
- Energy and alertness
- Learning ability
- Coordination and balance
- Eyesight and reading ability
- Hearing
- Short and long term memory
- Ability of creative thinking
- Concentration and sharpening of focus
- Relief and relaxation



GR!PSPFAD

Train your brain

Monika König from Kreuzlingen, Switzerland who is the initiator of the Gripspfad says:

- You should train your brain daily, just like fitness training of the body
- The Gripspfad exercises are an opportunity to activate and train your brain in the fresh air
- Clearly once is not enough
- Train at least 3 times a week
- Brain Gymnastics is an easy and efficient method for the elderly to wake up sources which "dozed off" and to improve existing limitations



GR!PSPFAD

Train your brain

The influence of the Gripspfad exercises

- Activate various areas in the brain
- Improve the cooperation of both sides of the brain
- Create new connections between the brain cells
- Activate your eyesight and hearing senses
- Clearer thinking
- Improvement of balance, relaxation and peace of mind



Our heartfelt appreciation goes out to all our worldwide sponsors, supporters, volunteers and friends for their contributions to our efforts

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