



**The Lodge at Woodloch Launches *Mind Matters*: A Brain Health Program**  
Highlighting the New Program, June Will Pay Tribute to National Brain Health and Alzheimer's Awareness

**For Immediate Release:** March 22, 2017, HAWLEY, PA- As an award-winning destination spa, it is only natural that The Lodge at Woodloch is focused on health and wellness. But this year, the team of experts have come together to pay special attention to brain health. The team created ***Mind Matters***, a Brain Health Program that will be offered throughout the year and will highlight unique seasonal itinerary recommendations that help promote brain health.

This special program will kick-off at the beginning of National Brain Awareness Month, June 2-4, 2017. ***Mind Matters***: Brain Health Weekend, will feature Dr. Eva Selhub, an internationally recognized expert, physician, author, speaker and consultant in the fields of stress, resilience, mind-body medicine, integrative medicine and working with the natural environment to achieve maximum health and wellbeing.

Some studies indicate that the number of patients diagnosed with Alzheimer's will triple by year 2050. With the numbers of those affected by Alzheimer's and Dementia on the rise, The Lodge will take additional steps to help educate guests and staff on the importance of brain health.

Time-tested and scientifically-proven ways to help improve brain health include exercise, nutrition, art, sleep and nature. All offerings that have always been at the core of The Lodge at Woodloch's philosophy. Here are a few highlights:

- Exercise changes the brain in ways that protect memory and thinking skills. "Exercise is the single best thing you can do for your brain in terms of mood, memory and learning," stated Harvard Medical School Psychiatrist, John Ratey!. "Even 10 minutes of activity can change your brain." The Lodge at Woodloch offers dozens of fitness and wellness classes on the [weekly activity schedule](#).
  - Drums Alive is a great class for Brain Health. [Drums Alive®](#) combines the benefits of a traditional physical fitness program with the brain affected benefits of music and rhythm
  - Meditating and quieting the mind also helps with brain health. Reducing stress and slowing the mind has monumental effects. A few recommended Lodge classes include:
    - BREATHE & CHANGE YOUR LIFE
    - CHI GONG
    - MEDITATION TO QUIET THE MIND
  - Labyrinth Programming
- Spa Treatments can also enhance the Mind/Body experience as it relates to Brain Health. A few highlights are:
  - FLOAT THERAPY (sensory deprivation)
  - Rosemary Awakening
  - Cranial Sacral
  - Blues Be Gone
- Sustained training in music, dance or other arts strengthens the brain's attention system, which in turn may improve cognition more generally. Art increases brain connectivity and plasticity.

- The Lodge at Woodloch offers a plethora of art classes. Whether a novice, trying it out for the first time, or a polished artist, the program offers an opportunity to hone skills to create a passion that will last a lifetime
- Art is known to both stimulate the brain and calm the mind. Art can be a stress reliever to help quiet the mind. Art can also help induce creative thinking as well as a sense of accomplishment
- Nature can change your brain's wiring. It can shift one's mood, decrease stress levels, decrease depression and enhance decision making. A favorite program of guests at The Lodge at Woodloch which highlights the effects of nature on the body is Forest Bathing. Check out some of these unique offerings as it relates to Brain Health:
  - Forest Bathing: The Lodge at Woodloch's Certified Forest Bathing experts will share the philosophy of Shinrin-Yoku, or Forest Bathing. Shinrin-Yoku was coined in Japan and growing research shows that there is a marked decrease in stress-related hormones, a decrease in heart rates and lower blood pressure among other monumental benefits
  - Basics of Birding
  - Fly Fishing
- Sleep has a profound effect on brain health. Sleep is imperative in regulating one's mood and appetite. Sleep also helps to reenergize the body's cells, clears waste from the brain and support learning and memory.
  - The Lodge at Woodloch understands the overall impact of sleep on your health. The Rest + Well Blue Print was designed to help guests get a great nights rest.
- In addition to a healthy lifestyle, nutrition has a crucial role in shaping one's cognitive capacity and the evolution of the brain. From Omega-3 Fatty Acids to Anti-oxidant foods like blueberries or brain-shaped foods like Walnuts, each has a unique benefit to brain health. The Lodge at Woodloch offers many options as it relates to healthy eating. A few examples are:
  - TREE Restaurant and Bar will add icons indicating menu items that feature brain food
  - Nutritional consultation with Talia Segal-Fidler, The Lodge at Woodloch's Nutrition Curator
  - Nutrition classes led by Talia Segal-Fidler and other guest nutritionists
  - Seasonal Garden classes with Derrick Braun, The Lodge at Woodloch's "Farmicist"

Rates at The Lodge at Woodloch include luxurious accommodations, special classes, fitness classes, outdoor adventures most art classes, healthy cooking classes and more. Rates for Brain Health Weekend start at \$379 per person, per night based on double occupancy.

### **About The Lodge at Woodloch:**

The Lodge at Woodloch is one of the finest all-inclusive luxury destination spa resorts in the U.S., offering complete spa programs, treatments, outdoor adventure activities, golf, classes and packages in a pristine mountain retreat environment. Located on over 400+ wooded acres with a private lake in the Lake Region of Northeast Pennsylvania, The Lodge provides an oasis for personal awakening and renewal just 2 ½ hours outside of New York City. The award-winning property features 57 luxury accommodations, a 40,000-square-foot spa, gourmet restaurant and more. Additional information and reservations are available toll-free at 1-800-WOODLOCH or visit [TheLodgeatWoodloch.com](http://TheLodgeatWoodloch.com), [Facebook.com/LodgeAtWoodloch](https://www.facebook.com/LodgeAtWoodloch), Twitter ([@LodgeatWoodloch](https://twitter.com/LodgeatWoodloch)) and Pinterest ([@LodgeatWoodloch](https://www.pinterest.com/LodgeatWoodloch)).

<sup>1</sup>Dr. John Ratey, Harvard Medical School Psychiatrist was quoted in a US News & World Report article by Deborah Kotz and Angela Haupt. March 7, 2012

###

**MEDIA CONTACT:** Brooke Jennings Roe, Director of PR & Marketing  
(347) 256-1598, [bjennings@thelodgeatwoodloch.com](mailto:bjennings@thelodgeatwoodloch.com)