

Creative 360 Kicks off 15th Anniversary Celebration with Brain Awareness Week

What: Brain-building activities for all ages

Where: Creative 360 (formerly Creative Spirit Center) at 1517 Bayliss in Midland.

When: March 15 – 21, 2010. See times below.

Cost: Free. Donations always gratefully accepted.

For more information: Call (989) 837-1885 or visit www.becreative360.org

Midland – Everyone from babies to senior citizens can spend an hour developing their brain capacity at Creative 360 during Brain Awareness Week, March 15 – 21. “Get to know the raw material of your own creativity,” says Creativity Director Sarah Gorman. All Brain Awareness Week activities are free, in the opening round of the organization’s celebration of its 15th anniversary in 2010. Activities will take place within the context of the current art exhibit, “Growing Green in the Forest Glen,” the installation of a woven fiber forest by Saginaw artist Roz Berlin. Pre-registration for the activities listed below is requested. Call 837-1885 or register on-line at www.becreative360.org

- **Babies and toddlers:** Parents and caregivers are invited to *Read Among the Roots* with their children, Monday, March 15, from 10 – Noon. Little ones can be brought to the art exhibit throughout the week, experiencing its full spectrum of colors, textures, and patterns.
- **Ages 3 – 5:** Saturday, March 20, 1 – 2 pm. *My Amazing Brain*. “How big is your brain?” “What does it feel like?” and other questions will be answered with hands-on encounters for pre-schoolers.
- **Ages 6 - 12:** *Neuroscience for Kids*, Monday, March 15, 10 – 11 am. Activities and games help kids learn about the nervous system.
- **Ages 13 – 17:** Friday, March 19, 3 – 4.30 pm. Are you brain-savvy? Compete for prizes in a *Brain Bee*.
- **Adults:** Friday, March 19. 10 am – noon and 1 – 3 pm. *Xponential* – two hours of free creative play in the art of your choice – painting, movement, music, or improvisation.

Gorman says that Creative 360 embraces a broad definition of the term “creativity.” She cites the argument of Daniel Pink, author of *A Whole New Mind*, that after evolving from the agricultural age to the industrial age and the information age, humanity has now entered into the conceptual age. By gaining

understanding of our brain's capacities and untapped potential, we can face the future confidently, since the answers we need are found in the innovation, creativity and enterprise still to come. "We are celebrating our 15th anniversary by going back to our roots," says Gorman. "We know that in the creative process there is not only joy but real answers to human needs of all kinds."

More information about Brain Awareness Week, a worldwide celebration of emerging knowledge about the human brain at all stages of life, is at www.sfn.org/BAW. Free publications in lay language about new discoveries in neuroscience are available by registering at www.Dana.org.

About Creative 360

Creative 360, formerly known as Creative Spirit Center, is a not-for-profit community arts and wellness organization founded in 1994. The Center's mission is to create an environment for people of all ages to experience the creative process through ongoing classes, art exhibits, events, concerts, speakers and outreach programs; and its goal is to enhance the development of physical, mental and spiritual wellness through the arts and humanities. Visit www.becreative360.org for more information about the offerings at Creative 360, or call (989) 837-1885 to request a mailed copy of the current schedule.

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