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## **BrainWare Safari Brain Awareness Week Grants Program Announced**

**CHICAGO, IL (January 17, 2012)** – Learning Enhancement Corporation (LEC) announced the creation of the BrainWare Safari Brain Awareness Week Grants Program, leading up to the celebration of Brain Awareness Week, March 12-18, 2012.

The grants program supports the purpose of Brain Awareness Week in promoting a broader understanding of the importance of brain research and its contribution to effective learning and cognitive development in schools. Under the program, up to 16 school applicants will receive a variety of awards with a value totaling over \$100,000 in licenses for BrainWare Safari cognitive development software. Grants range from a 5-student license to a three-year school-wide license. Two three-year licenses will be awarded as part of the program, one to an elementary school and one to a middle school. High schools are eligible for 5-student and classroom awards.

Criteria for the grants include demonstration of ongoing efforts to promote awareness and understanding of the brain among students, teachers and parents; a commitment to effective program implementation; and assessing, documenting and sharing the impact of the program within the applicant's community and with other educators and schools.

"Brain research is changing education in profound ways," said Betsy Hill, President & COO of Learning Enhancement Corporation. "When teachers understand how the learning process works, how to enhance that process, and how to support and improve students' capacity to learn, we see outcomes that are measurably better than traditional approaches. The BrainWare Safari Brain Awareness Week Grants Program is our way of contributing to broader awareness of the importance of brain research."

The grant application process opens January 17, with a deadline of February 29, 2012. Applications may be submitted online at [www.mybrainware.com/who-we-help/educator/brain-awareness-week-grants-2012/](http://www.mybrainware.com/who-we-help/educator/brain-awareness-week-grants-2012/). Successful grant recipients will be announced during Brain Awareness Week.

### **About Learning Enhancement Corporation**

Learning Enhancement Corporation has developed a software platform for learning that combines the latest neuroscience with motivating video-game technology. Its flagship product, BrainWare Safari, develops 41 cognitive skills in a comprehensive, integrated and engaging way. BrainWare Safari was named one of the Top 100 Products of 2011 by District Administration Magazine, and has earned an impressive array of awards including the Software and Information Industry CODiE Award as Best Education Game or Simulation; a Parents' Choice Award, a Teachers' Choice for the Family Award; a Mom's Choice Award; a Distinguished Achievement Award from the Association of Educational Publishers and the Parent Tested Parent Approved Seal of Approval. LEC won the EdNET Rookie of the Year Award in 2006, honoring the most promising venture with the greatest potential to be a significant player in the education industry in the coming years. For further information, visit [www.MyBrainWare.com](http://www.MyBrainWare.com) or call 877-BRAIN-10 (877-272-4610).

Additional Resources:

[www.BrainWareSafari.WordPress.com](http://www.BrainWareSafari.WordPress.com)

[www.YouTube.com/BrainWareSafari](http://www.YouTube.com/BrainWareSafari)

[www.Facebook.com/BrainWareSafari](http://www.Facebook.com/BrainWareSafari)

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