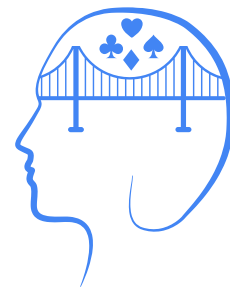


# Bridge for Brain Health



A 501(c)(3) Charity Promoting Cognitive Wellness

Bridge for Brain Health promotes cognitive health through the social mindsport of bridge and a growth mindset approach to learning.

How Bridge Fights Dementia:

- Boosts Social Engagement: Strengthens social connections and combats isolation.
- Exercises the Mind: Improves concentration, planning, collaboration, and risk assessment
- Promotes life long learning with a growth mindset.

How Bridge for Brain Health helps teachers & directors:

- We use social media campaigns to market the joy of playing bridge and route leads to our teaching partners
- We provide Free teaching material
- We offer free coaching on how to help students develop a growth mindset which accelerates learning and increases resiliency
- We aggregate and share free teaching materials and practice hands

How Bridge for Brain Health helps Community Activity Coordinators:

- We helping communities promote cognitive health through the game of bridge
  - Social Bridge Games
  - Bridge Lessons
  - Sanctioned Bridge Games

Visit [BridgeForBrainHealth.org](https://BridgeForBrainHealth.org) to learn more and to donate.  
Scan the QR Code to visit our website.



# Joy of Bridge



Bridge is a great game that hasn't been properly marketed. Unlike commercial products, bridge has rarely been promoted using modern marketing techniques. Most bridge organizations focus on increasing play among existing members and offer little promotional content aimed at attracting new players.

Bridge for Brain Health created Joy of Bridge as a DBA (Doing Business As) to promote bridge to those who don't currently play—so more people can experience the joy of the game and enjoy its cognitive and social benefits.

## Strategy

Bridge for Brain Health is fortunate to have volunteers with professional marketing and technical expertise. We are committed to creating, refining, and freely sharing high-quality marketing materials to help bridge teachers, clubs, and organizations attract more players to the world's best social mindsport.

## Progress Report

- Hired the English Bridge Union's marketing consultant to create a Joy of Bridge logo, promotional video, and a landing page designed to convert interest into new bridge students
- Launched JoyOfBridge.org to share bridge stories, provide teaching resources, and host campaign landing pages
- Planning a targeted social media campaign to attract new players
- Implementing a Customer Relationship Management (CRM) system to track inquiries and route qualified leads to bridge teachers
- Freely sharing all marketing materials with bridge teachers, clubs, and organizations to support recruitment efforts