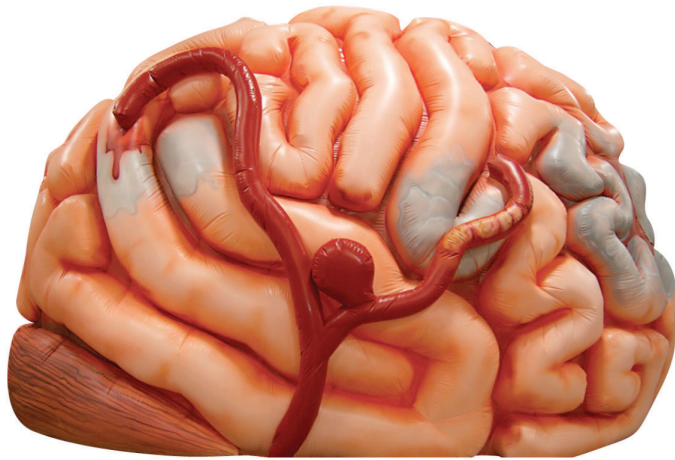


MEGA Brain Fact Sheet



ABOUT THE EXHIBIT

The MEGA Brain® is the world's only portable, inflatable, walk-through brain exhibit. The MEGA Brain is approximately 18 feet long by 14 feet wide by 12 feet high. Visitors enter the exhibit through the frontal lobe, which is responsible for personality and higher cognitive functions, and exit through the cerebellum, the portion of the brain responsible for balance and coordination.

The MEGA Brain provides visitors with a highly interactive educational experience about the central nervous

system's most critical organ. Visitors can step inside the human brain, learn about the various structures and normal brain function, observe examples of brain trauma and disease, and view displays explaining some of the latest neurological medical treatments.

The MEGA Brain showcases a variety of features inside and outside the brain, including:

INSIDE:

- Stroke
- Alzheimer's disease
- Headaches
- Parkinson's disease
- Epilepsy
- Meningitis

OUTSIDE:

- Brain tumor
- Brain trauma
- Treatment/prevention options for stroke, brain protection and brain imaging

DID YOU KNOW?

- The adult human brain weighs about three pounds.
- Your brain uses approximately 20 percent of your body's total oxygen supply.
- The human brain is approximately 75 percent water.
- Stroke is the third leading cause of death in the United States and the leading cause of adult disability.
- The brain feels like a ripe avocado and looks pink because of the blood flowing through it.
- Your brain generates 25 watts of power while you're awake—enough to illuminate a light bulb.
- The number of internal thought pathways your brain is capable of producing is one followed by 10.5 million kilometers of standard typewritten zero's.
- Your brain knows when you tickle yourself, which is why you don't bend over laughing.

RISK FACTORS OF STROKE

Of the several risk factors for stroke, some are hereditary—or uncontrollable—and others are a function of natural processes. Uncontrollable risk factors include:

- Age
- Heredity (*family history*) and race
- Gender
- Prior stroke, transient ischemic attacks or heart attacks

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Still, many stroke risk factors can be controlled. By making changes in your lifestyle, you can reduce your risk of having a stroke. Controllable risk factors include the following:

- High blood pressure
- Cigarette smoking
- Management of diabetes
- Management of heart disease
- Management of sickle cell disease
(also called sickle cell anemia)
- High blood cholesterol
- Poor diet
- Physical inactivity and obesity

WHAT CAN I DO TO LOWER MY RISK OF STROKE?

Every 45 seconds, someone in America has a stroke. While several stroke risk factors are beyond your control, making changes to your lifestyle can reduce your risk. While a healthy lifestyle doesn't guarantee you will never have a stroke, the following changes will certainly improve your health in other ways. Also, because some risk factors are related to others, making changes in one area can benefit you in other areas.

Here are some ways you can reduce your risk of stroke:

- Quit smoking
- Improve cholesterol levels
- Control high blood pressure
- Control diabetes
- Get active
- Eat right
- Achieve and maintain a healthy weight

RECOGNIZE THE SIGNS

The symptoms of stroke may last a few moments and then disappear, but they signal a serious condition that will not go away without medical help. Signs include the following:

- Sudden numbness or weakness of the face, arm or leg, especially on one side of the body
- Sudden confusion or trouble speaking or understanding
- Sudden trouble seeing in one or both eyes
- Sudden trouble walking, dizziness, loss of balance or coordination
- Sudden, severe headache with no known cause

TRAUMATIC BRAIN INJURY

Approximately 1.4 million people will suffer a traumatic brain injury this year. Falls are the leading cause of traumatic brain injuries—particularly among children and the elderly—but car crashes are a close second. Males are about twice as likely as females to sustain a traumatic brain injury, and the total cost of traumatic brain injuries (including lost productivity) in the United States total more than \$75 billion annually.

The following precautions can reduce your risk of traumatic brain injury:

- Make sure all passengers use their seat belts when riding in a car.
- Use child safety seats for children.
- Wear a properly fitted helmet when riding a bicycle, skateboard, roller blades, motorcycle, ATV, scooter, moped or personal watercraft.
- When playing any sport, make sure you use appropriate safety equipment including helmets and headgear.
- Use handrails when walking down stairs or ramps.

**IF YOU THINK YOU OR SOMEONE YOU KNOW IS HAVING A
HAS SUFFERED A TRAUMATIC BRAIN INJURY,
CALL 911 IMMEDIATELY.**