

2013 Beautiful Minds Entry Form/Essay

Calling All Beautiful Minds

The National Center for Creative Aging (NCCA) is an organization dedicated to fostering an understanding of the vital relationship between creative expression and the quality of life of older people. NCCA has partnered with DSM Nutritional Products, LLC, a company committed to brain health research, to help shine a light on people who are keeping their minds beautiful, and raise awareness of the actions people can take to maintain one of the most vital parts of the body—the brain.

NCCA and DSM are seeking adults 55 and over to be featured in a national photo essay exhibit showcasing women and men who are doing beautiful things with their minds without letting age be a barrier. The photo essay exhibit will travel to multiple cities as part of this educational campaign to inspire all Americans to follow suit in maintaining their brain health.

Beautiful Minds candidates who are selected will receive \$100 to be given to the nonprofit charity of their choice and a prize package valued at \$500.

Beautiful Minds Essay Criteria

Nominate yourself or someone you know who is 55 or older and has done extraordinarily beautiful things with his or her mind.

Do you or does someone you know:

- Commit to a healthy lifestyle?
- Maintain a healthy diet?
- Engage in intellectual or brain-stimulating activities on a daily basis?
- Receive accolades for work as an educator?
- Participate in high-impact physical activities, such as running marathons?
- Have a strong commitment to social well-being and volunteer to help others?

[Click here for rules and regulations >](#)

SUBMIT ONLINE:

- Submit an online entry form and a written essay or video essay at www.beautiful-minds.com
- Entries must be submitted by April 15, 2013

SUBMIT BY FAX:

- Entry form/essay
- Photo of yourself/candidate (minimum size 4x6)
- Entries must be received by April 15, 2013
- Fax number: (202) 895-9483

SUBMIT BY MAIL:

- Entry form/essay
- A non-returnable photo of yourself/candidate (minimum size 4x6)
- Entries must be received by April 15, 2013
- Mail entry to:
Katie Fitzgerald
National Center for Creative Aging
4125 Albemarle Street NW
Washington, D.C. 20016-2105

ABOUT THE PROGRAM:

Launched in 2010, “Beautiful Minds: Finding Your Lifelong Potential” is a campaign that celebrates individuals who are keeping their minds beautiful, and raises awareness of the actions people can take to maintain one of the most vital parts of the body—the brain.

As part of the “Beautiful Minds” campaign, the National Center for Creative Aging and DSM identified people 55 and over and featured them in a national photo essay exhibit showcasing women and men who are fulfilling the four dimensions of brain health—diet and nutrition, physical health, mental health and social well-being. These individuals are using their minds to do beautiful things without letting age be a barrier.

The Beautiful Minds campaign was initiated through a partnership between the National Center for Creative Aging, DSM and a group of esteemed health experts. Together, they developed “Beautiful Minds: An Assessment of the Nation’s Brain Health,” which includes the latest brain health research.

Through the four dimensions of brain health, we have the power to influence our brain health throughout life, and ensure that our brains remain healthy and beautiful as we age.

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PLEASE COMPLETE THE FOLLOWING:

Nominator's name: _____

Nominator's e-mail: _____

Nominator's phone number: _____

Nominator's city, state: _____

Candidate's name: _____

Candidate's age: _____

Candidate's city, state: _____

Candidate's e-mail: _____

Candidate's phone number: _____

PLEASE CHECK ONE:

Are you nominating someone?

The nominator understands that if the candidate is chosen as a finalist, the candidate will be notified and asked to grant permission to allow his/her likeness to be displayed on the Beautiful Minds, NCCA and DSM websites and promotional material, as well as in media coverage related to the Beautiful Minds search. Refusal to grant permission may result in disqualification in participating in the Beautiful Minds search.

Are you the candidate?

The candidate understands that his/her likeness may be used on the Beautiful Minds, NCCA and DSM websites and promotional material, as well as in media coverage related to the Beautiful Minds search.

Brief essay (500 words or less) describing what you or your candidate is doing that makes you or them a Beautiful Mind.