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**BRAINCORE OF NY
ANNOUNCES GRAND OPENING OF NYC
NEUROFEEDBACK CENTER**

Group Launches “Back to School” Neurofeedback Training Special

FOR IMMEDIATE RELEASE

New York, NY (August 29, 2013) -- BrainCore of NY, a consortium of certified neurofeedback practitioners, is proud to announce the grand opening of their new BrainCore neurofeedback center located in The San Remo building at 146 Central Park West, Suite 1-D. With the addition of the newest location in Manhattan, the group now operates a total of seven neurofeedback training centers in the NY/Long Island area.

Backed by over 40 years of clinical research and endorsed by the American Academy of Pediatrics as a Level 1 Best Support Therapy for Attention Deficit/Hyperactivity Disorder (ADHD), neurofeedback therapy is a non-invasive, non-drug approach to help correct problematic neural pathways that underlie a host of brain-based disorders including ADHD, Autism Spectrum Disorders, anxiety, depression, and insomnia. Through rewards-based training sessions using electroencephalography (EEG) guided neurofeedback, the BrainCore system helps patients learn to produce an appropriate neurologic response to auditory, visual or sensory stimuli which helps create healthy new brain-wave patterns and make abnormal pathways more efficient, resulting in symptom alleviation.

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Commenting on the expansion of the BrainCore neurofeedback centers, [Dr. Alan Sherr](#), founder of [Northport Wellness Center](#) and a BrainCore of NY partner, said, “Neurofeedback is a preferred therapy option for patients who do not wish to address their conditions chemically with prescription drugs or who have found that medication side effects outweigh the treatment benefits. AAP’s endorsement of neurofeedback as an evidence-based psychosocial intervention for ADHD and FDA’s recent approval of EEG brain-wave testing for ADHD are strong indicators that neurofeedback is gaining momentum as an effective non-drug therapy option to identify and correct dysregulation in the brain. Our newest location enables us to provide holistically-minded New Yorkers a natural approach to neurological health concerns to help build a better working brain.”

[Dr. Keri Chiappino](#), BrainCore of NY partner and owner of [New Life Wellness Center](#) added, “With the start of the new school term quickly approaching, the opening of the NYC office is particularly timely for those struggling with attention, anxiety, learning or behavioral challenges. Recognizing that these are common symptoms for many children, we are offering a “[Back to School](#)” special for new and existing patients in our new Upper West Side location as well as at all our Long Island centers. Our goal is to help children struggling with these issues establish optimum brain function at the outset of the school year to maximize learning potential and help create a positive academic and social experience. The Back to School special offers bonus neurofeedback training sessions free of charge when a pre-paid package is purchased by September 16, 2013. Additional details for this limited time offer are available at the BrainCore of NY website: www.braincoreny.com.”

About BrainCore of NY

BrainCore of NY is a consortium of holistically-minded doctors dedicated to improving the lives of their patients by helping them to better regulate their brain waves through BrainCore neurofeedback training. The group offers a safe, clinically-researched, drug-free approach aimed at increasing neurological function, thereby reducing symptoms without side effects. BrainCore of NY maintains offices throughout Long Island and in Manhattan. For more information, visit BrainCore at www.braincoreny.com or call 516.587.7810. The new NYC office can be reached at 212.721.1188.

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