

## Baby Brain Box

Discount Tire employees with newborn babies will receive the gift of a "Baby Brain Box," developed by New Directions Institute for Infant Brain Development. This box contains toys and instructions to help parents interact with their baby during an important time for infant brain development, 0-18 months, and is designed specifically to help parents get their baby off to the best learning start possible.



Each regional office will be distributing the Baby Brain Boxes to employees of that region. Please contact your regional office if you have recently had a baby.

Corporate employees, through their corporate managers, will receive their gift from Human Resources.

For more information about infant brain development and New Directions Institute, log on to [www.newdirectionsinstitute.org](http://www.newdirectionsinstitute.org).

If you are asked or want to give Baby Brain Boxes to other families not employed by Discount Tire Company, then we would direct you to [www.babybrainbox.com](http://www.babybrainbox.com) where Brain Boxes can be purchased directly from New Directions Institute.