



WHAT HAPPENS IN YOUR BRAIN



A

Screens

When You're Watching a Screen...



Your eyes move fast



Your brain gets quick bursts



You watch, not think



Thinking stays on the surface



You don't have to imagine



Brain message:
"I'm being entertained!"

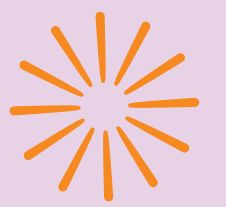
B



Books

When You're Reading...

Your brain lights up all over



You create pictures in your mind



You think deeply



You build strong vocabulary



You feel the story



Brain message:
"I'm growing stronger!"



Books Build Your Brain

Screens Entertain Your Brain

TURN PAGES. NOT SCREENS.