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FOR IMMEDIATE RELEASE

**Brain Balance Achievement Centers Opens
First Wisconsin Location**

New center provides non-medication therapy to address problems of ADD/ADHD, Dyslexia, Tourette's, Asperger's, and Autism Spectrum Disorders

Mequon, WI, June 14, 2010 – Brain Balance Achievement Centers will open its first Wisconsin center in Mequon this July. The Brain Balance program uses non-medication therapy to help children overcome the challenges of ADD/ADHD, Dyslexia, Tourette's, Asperger's, Autism Spectrum Disorders, and other neurobehavioral disorders.

Center Director, Dr. Jeremy Fritz, says the goal of the program is to correct an imbalance between the left and right sides of the child's brain. "The two hemispheres of the brain are not in sync with each other. Because of this, one side of the brain functions at a lower level than the other side." The Brain Balance program integrates physical, sensory and motor activities, educational and behavioral methods, and proper nutrition to help the two sides of the brain communicate better. As a result, children have become more focused in daily activities, shown improvements in school, and enhanced their communication and social skills.

Jamie Berger's son went through the program in Vernon Hills, IL, - also owned by Dr. Fritz - and now will be attending the Mequon location. "My son never really looked a child in the eye before going to Brain Balance," Berger says. "Now he can talk to someone a short period. He looks them in the eye. It's a huge milestone for him."

Children go through an initial assessment before beginning the program so that an individualized treatment plan can be created. The new Brain Balance center is located at 11649 N. Port Washington Rd. Suite 101 in Mequon. For more information on the Brain Balance program, visit www.brainbalancemilwaukee.com.

The Brain Balance program was created by Dr. Robert Melillo in the 1990's. There are now 29 Brain Balance franchises nationwide. Dr. Jeremy Fritz is a board eligible Chiropractic Neurologist with the American Chiropractic Neurology Board, certified as a Clinical Nutritionist by the International and American Associations of Clinical Nutrition, and functional medicine practitioner with an emphasis on functional neurology related to Childhood Neurobehavioral and Developmental Disorders.

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