

Your Brain on Books

Reading by the Numbers

Increases knowledge and vocabulary by

50%

Lowers stress by

68%

Can lengthen your life by

2 years

What science tells us about why you should get lost in a great story



Books Can:

Boost your mood

Studies show that people who read for fun are more likely to feel happy and confident.



Help you relax

Your heartbeat slows. Your muscles melt. One minute you're reading in bed, and the next you're zzZZzzzzZZzzzz.



Bring people together

Whether you're starting a book club or bonding over Wimpy Kid with a friend, you'll be part of a reading community.



Reading is a workout for your . . .



Memory

Reading exercises the brain, improving your memory. (Maybe you'll stop forgetting your lunch at home!)



Imagination

Books help you see vivid pictures in your mind. So you feel like you're actually *at* Hogwarts, riding a Nimbus 2000.



Heart

Research shows that reading about a character's thoughts and feelings can make you kinder.