



PRESS RELEASE

Unique Brain Training Wellness Facility Opens in Downtown Belleville

Belleville, Ontario, October 13, 2021 - **Evermind** offers clients personal transformation with NeurOptimal® Dynamical Neurofeedback sessions. The facility offers an innovative form of neurofeedback that is not a medical treatment, but rather a training for the brain. This new wellness facility just opened officially at **267 Front Street** in the Downtown District.

On Wednesday, October 13, owner Trevor Fehr was joined by local dignitaries from MPP Smith's office, The City of Belleville, Belleville Chamber of Commerce and the Downtown District BIA for an official ribbon cutting and grand opening ceremony.

Fehr is a former military personnel who became interested in Neurofeedback when he received the training through a therapy session himself. He realized the training helped him more than any regular therapy session had, and wanted to share that with others. The sessions are accessible and don't require a referral.

"Evermind offers neurofeedback sessions without a referral from a doctor or therapist," says Fehr. "Many people use neurofeedback sessions, either on their own, or in conjunction with a therapy or counselling program, to improve their mental well being, alertness and overall mood."

Fehr chose to open in Downtown Belleville because he felt that this area in the city is up and coming. With sessions running only 33 minutes long, the one hour free parking in the Downtown core means that his clients are able to park close by and incur no additional cost.

As the business has just opened for a few weeks now, Fehr is looking to establish the business and grow his client base. In the future, they may begin to offer appointments outside of their current hours to meet demand and expand to hire additional staff.

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“We have been open for a few weeks now and are loving the experience downtown so far,” says Fehr. “There are so many positive and supportive businesses here and we hope to be here for a long time to come.”

Visit Evermind online at <https://www.evermindlivenow.ca/>.

For more information please contact:

Tiffany Spencer, Media & Marketing Officer (*Maternity leave for Kelsey Moniz*)

e-mail: hello@downtownbelleville.ca

Phone: 613-968-2242