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WINK PUZZLES

-FOR IMMEDIATE RELEASE-

Five Ways Puzzles Will Make You a Better Person - A Quarantine Birth

Chicago, IL, September 8, 2020 - Whether your puzzle pleasure entails tackling the edges first or sharing with your mates and staking claims on territory, a true puzzle savant knows, do not rush. Born during a Chicago quarantine, Wink Puzzles brings to life an allure of design-forward jigsaw puzzles created by Chief Puzzler herself, Brenda Bergen.

Access to puzzles during the lockdown was very limited. When searching day after day for her new puzzle, Bergen realized even the kind of puzzles you find in grandma's basement weren't available. Born shortly after, was Wink Puzzles.

"As a designer, I'm always on the hunt for beautiful things and haven't always been able to satisfy my habit with good-looking puzzles. When I decided to design my own, the transition from puzzleholic to puzzle designer was much more challenging than I expected. It took hundreds of hours and multiple iterations of design followed by putting them together to determine which elements were needed to strike a balance among broad strokes, small details, repetition, and variation. Puzzlers need elements to orient them along the way, while those elements must thoughtfully make sense as a whole."

After determining that a thoughtful and intentional design was key to the success of a good puzzle, Bergen paid attention to all the benefits to one's overall wellness while working on a puzzle and wholeheartedly believes puzzles make you a better person.

1. You will have less life problems. Ok, maybe not less, but your problem solving skills will become exponentially better. Almost never does one finish a puzzle in one sitting. Just like solving a life problem, it's best to walk away and come back later. Before you know it, you will be solving a totally different problem while mastering **Spinning Records**.
2. You will be happier. Puzzling increases your dopamine levels, you know, the happy hormone. It's a fact. Dopamine is a neurotransmitter that regulates mood, memory

and concentration. Kind of like when you come across **Strange Peonies** and the world makes sense again.

3. You will be nicer to your family. You won't yell at the kids for not putting their dishes away, because your stress levels will have been diminished after laughing at all the **Words & Stripes**.
4. You will become more mindful. The restful focus needed to complete a puzzle allows for your mind to enter a state of meditation. Bonus, it will also lower your blood pressure and heart rate. Imagine getting lost in a **Cactus Kaleidoscope**.
5. You will become a better, cooler gift-giver. You won't be the lame-o that brings the same bottle of cheap chardonnay to house parties. You will now show up with **Psychedelic Poppies**.

Puzzle on.

Wink Puzzles is a woman-owned business and is based in Chicago, IL. Puzzles are available for purchase at **winkpuzzles.com**. Follow **@winkpuzzles** on Instagram and Facebook.

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