

P R E S S R E L E A S E

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The Brain Injury Association of America Announces New Resources for Individuals Living with Brain Injury

McLean, Virginia A brain injury occurs every 23 seconds. Approximately 5.3 million Americans currently have long-term or lifelong need for help to perform daily activities as a result of a traumatic brain injury. Yet given this nationwide problem, public awareness of brain injury is very low.

This March, the Brain Injury Association of America through its annual Brain Injury Awareness Month initiative is focusing on improving the lives of individuals living with brain injury and their family and caregivers and on educating the public about this silent epidemic. This is the third year of their three-year awareness campaign called “Living with Brain Injury” that offers free information and resources. This year’s Brain Injury Awareness Month materials include:

- Three booklets with important information for people with brain injury and their parents and caregivers;
- A new tip card titled “How to Communicate with an Adult after Brain Injury;” and
- An activity guide that contains helpful information on how to initiate and create brain injury awareness activities and events.

Living with a brain injury is a life long process. “I didn’t know that my life and my very self could be, in an instant, changed forever” said Lisa Keller, of the evening that her van was hit head on by a police car chasing a speeding vehicle. “I began to live with a disability no one could see. Some days I have the physical and emotional strength to maneuver through the day with ease, other times, handling the day’s details can feel

overwhelming. After brain injury, even after years of recovery, some days will be okay and others will not. I think the education about what brain injury is like, and the education of friends and family is one of the most important things that can help the person who is experiencing life after brain injury. Getting information from the Brain Injury Association of America can really make a difference in one's recovery."

"Creating a better future through brain injury prevention, research, education, and advocacy" is the Brain Injury Association of America's commitment to individuals and their families as they experience and recover from a brain injury. If more information about the Brain Injury Association of America or to download the Brain Injury Awareness Month materials, please visit the Brain Injury Association of America's website at www.biausa.org or call the National Brain Injury Information Center at 1-800-444-6443.

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