



SAMPLE - NEWS RELEASE

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For Release:
[DATE]

Contact:
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Brain Injury Association of [state] Announces Initiative to Prevent Violence *October is National Brain Injury Awareness Month*

[City, State]– The Brain Injury Association of [state] announced today that it is launching a new initiative titled, “Break the Cycle...It Stops With Me” during October to increase awareness on violence prevention including Shaken Baby Syndrome, penetrating brain injuries such as gunshot and knife wounds, school violence and domestic abuse in both civilian and military families.

[Quote from State Association Leader] [Example Quote: “Research shows that violence is a leading cause of Traumatic Brain Injury, said John Doe, President Brain Injury Association of Kalamazoo.

“In fact, firearm and non-firearm assaults make up 17 percent of all Traumatic Brain Injury causes. Traumatic Brain Injury may result in substantial cognitive, physical and emotional consequences. And because prevention is the best cure, it is important that we get the message out this October that violence can cause a brain injury.”]

According to the National Center for Injury Prevention and Control, Traumatic Brain Injuries (TBI) caused by bullet wounds result in a 91% firearm-related death rate overall. Furthermore, the CDC has concluded that firearms are the single largest cause of death from TBI, accounting for approximately 44 percent.

During October, The Brain Injury Association of [state] in conjunction with the Brain Injury Association of America, will be distributing fact sheets, tip cards and bookmarks that offer advice on where victims of abuse may get assistance as well as warning signs for violent behavior.

[Quote from State Association Leader] [Example Quote: “To drive home the consequences of school violence, we will be at Kalamazoo high school next week with Johnny Dow, who sustained a TBI in 1992 after a gang fight broke out at his school cafeteria,” Doe noted. “Johnny will be talking to students about how a one-minute fight has changed his life forever.”

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Founded in 1980, the Brain Injury Association of America has 45 chartered state affiliates and hundreds of local chapters and support groups. The mission of the Association is to create a better future through brain injury prevention, research, education and advocacy. The Association envisions a world in which all preventable brain injuries are prevented, all unpreventable brain injuries are minimized and all individuals who have experienced brain injury maximize their quality of life.

At least 5.3 million Americans currently live with disabilities resulting from TBI. This year 1.5 million Americans will sustain a TBI, which means that every 21 seconds, one person sustains a TBI. The incidence rate of brain injury is greater than that of HIV/AIDS, breast cancer, spinal cord injury and Multiple Sclerosis combined, yet public awareness is minimal, which is why it has been dubbed the “silent epidemic.”

For more information on National Brain Injury Awareness Month contact the Brain Injury Association of [state] at [phone number] or the Brain Injury Association of America’s Family Helpline at 1-800-444-6443 or their website at www.biausa.org.

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