



For Immediate Release

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[Your Organization] Celebrates Brain Injury Awareness Month, Recognizes 5.3 Million Americans Living with Brain Injury

[Location] – Every March, the Brain Injury Association of America (BIAA) leads the nation in recognizing Brain Injury Awareness Month, a time to acknowledge and support the millions of Americans affected by brain injury. This year, BIAA is launching a refreshed awareness and advocacy campaign, **My Brain Injury Journey**.

“There’s an often repeated saying in the brain injury community: if you’ve seen one brain injury, you’ve seen one brain injury,” said Rick Willis, president and CEO of BIAA. “Every brain injury survivor’s story is unique, and every person affected by brain injury has a story to tell. Those stories are as unique and nuanced as the person sharing it, and all of them deserve to be told.”

With the My Brain Injury Journey campaign, BIAA seeks to focus on some of the lesser-known aspects of living with brain injury, including the significant gap between public perception and reality when it comes to understanding brain injury; the often chronic nature of brain injury and the invisible side effects survivors live with, sometimes for the rest of their lives; and that brain injuries can look very different from person to person.

This Brain Injury Awareness Month, BIAA is encouraging everyone affected by brain injury, including survivors, their loved ones, and the people who treat them, to share their unique stories about their brain injury journey. More information on Brain Injury Awareness Month and how to share your brain injury journey can be found at biausa.org/MyBrainInjuryJourney.

Individuals in need of information, resources, and support after brain injury can also speak with a brain injury expert by calling BIAA’s National Brain Injury Information Center at 1-800-444-6443.

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About the Brain Injury Association of America

The Brain Injury Association of America is the country’s oldest and largest nationwide brain injury advocacy organization. Our mission is to advance awareness, research, treatment, and education and to improve the quality of life for all people affected by brain injury. We are dedicated to increasing access to quality health care and raising awareness and understanding of brain injury.

About [Your Organization]