



Sample March Brain Injury Awareness Month Press Release

[Cut and paste this press release onto your organization's letterhead and customize it as necessary. Send to your local media just before or at the start of March]

MEDIA CONTACT:

<NAME OF COMMUNICATIONS CONTACT AT ORGANIZATION>

<E-MAIL ADDRESS>

<PHONE NUMBER>

FOR IMMEDIATE RELEASE

<NAME OF ORGANIZATION> Joins Broad Effort to Observe National Disability Employment Awareness Month

Nationwide brain injury awareness campaign will take place in March

(City, State) — Date — <NAME OF ORGANIZATION> today announced its participation in "Uniting for Brain Injury," an annual March awareness campaign to educate the public about brain injury and resulting symptoms which may affect an individual's ability to return to home, community, school or work without adequate rehabilitative, community and family supports.

In 2013, 2.8 million Americans sought treatment for or died from a traumatic brain injury (TBI) as the result of a car crash, fall, sporting or recreational injury, an assault or other contributing factor, according to the Centers for Disease Control and Prevention (CDC). A TBI may cause problems with cognition, emotions, language, physical mobility and sensory affecting how a person is able to live, work and be a part of everyday life.

This year's theme, "Uniting for Brain Injury," recognizes that it takes federal and state policymakers, organizations, agencies, families and individuals with brain injury working together to advance rehabilitation and treatment and coordinating resources to enable individuals to return to living as independently as possible.

<NAME OF ORGANIZATION > is proud to be a part of this year's March Brain Injury Awareness Month said <NAME OF SPOKESPERSON>. Please contact us if you need further information or we can be of assistance.