



Brain Injury Association of New Jersey, Inc.

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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Event to Promote Brain Injury Awareness:

Brain Injury Association Announces 3rd Annual Walk For Thought & Cycle For Safety

Titusville, NJ— On Saturday, October 15, 2005, New Jersey residents will gather in Washington Crossing State Park to walk, to ride and to raise money for the Brain Injury Association of New Jersey (the Association), during the nonprofit's annual Walk For Thought & Cycle For Safety.

1.4 million people sustain a traumatic brain injury (TBI) each year in the United States. People with brain injuries experience a wide range of cognitive, physical and emotional consequences. Though it is a leading cause of disability, too few people are familiar with brain injury until they are personally affected by it.

Walk For Safety & Cycle For Safety is a prevention, awareness and fundraising event, which brings together members of the community with a common interest in the cause of brain injury. Congressman Rush Holt, who gave the event's opening remarks both previous years, has been invited to do so again. Also, Mayor Arlene Kemp of Hopewell has expressed that she is planning to attend.

Through public awareness, brain injury prevention initiatives are made possible and the necessary support is gathered to better serve those living with brain injury. Every tax-deductible pledge made to this event will fund programs that directly support individuals affected by brain injury, as well as programs that promote brain injury awareness and prevention education throughout New Jersey.

Walk For Thought & Cycle For Safety began in 2003 with 23 determined cyclists. Among them, Billy Snook, then 25 years old, of Vineland, for whom the ride represented a major rehabilitative achievement. Billy, once a nationally ranked off-road motorcycle racer, cycled 15 miles that day on an adult tricycle given to him by his father, and he returns to peddle for the cause every year. In 2004, the event grew to 104

Walk For Thought & Cycle For Safety (page 2)

participants who walked and cycled to raise \$25,000. This year, the Brain Injury Association hopes again to replicate such growth and success.

Cyclists and walkers will start off along the Delaware River towpath at 10:00 a.m. and 10:15 a.m., respectively. Distance is variable. Participants may walk up to 5 miles or cycle up to 10, 25 or 50 miles. The event will culminate with a picnic lunch in Sullivan Grove for participants, where the Association will award trophies to the individual and team that raises the most pledge dollars.

The commitment to participate is minimal. Registration is \$10, and each participant is asked to raise at least \$100 in pledges. Those interested in participating may obtain more information, registration and pledge forms by contacting the Brain Injury Association of New Jersey at (732) 738-1002 or on its website www.bianj.org. Those who cannot participate, but would like to support the event are encouraged to make a donation to the Brain Injury Association of New Jersey or make an online pledge to one of the event participants.

Walk For Thought & Cycle For Safety is a program of The Brain Injury Association of New Jersey and made possible through support from the following sponsors and contributors: Brancroft NeuroHealth, Haveron Total Health, JFK Johnson Rehabilitation Institute Center for Head Injuries, The MENTOR Network, the New Jersey Hospital Association, PSEG and Rehabilitation Specialists. The Association is New Jersey's chartered affiliate of the Brain Injury Association of America. It is a nonprofit organization whose mission is providing education, outreach, prevention, advocacy and support services to all persons affected by brain injury, and to the general public.

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A Chartered State Affiliate of the Brain Injury Association, Inc.

Visit our website at: <http://www.bianj.org>

BIANJ is a statewide membership organization dedicated to providing education, outreach, prevention, advocacy and support services to all persons affected by brain injury and to the general public.