



**FOR IMMEDIATE RELEASE**

**CONTACT: Kathy Elliott**  
**E-MAIL: [kelliott@biact.org](mailto:kelliott@biact.org)**  
**PHONE NUMBER: 860-721-8111**

**A Concussion is a Brain Injury; Get the Facts**  
**March is Brain Injury Awareness Month**

East Hartford, CT – 2/24/10 – In recognition of March as Brain Injury Awareness Month, the Brain Injury Association of Connecticut ([BIAC](http://www.biact.org)) is launching a statewide education and prevention campaign: “A Concussion is a Brain Injury. Get the Facts.”

Julie Peters, Executive Director of the Brain Injury Association of Connecticut states, “It is vital that everyone realize that a concussion is a brain injury. You do not necessarily have to lose consciousness to sustain a concussion.” Peters goes on to explain that concussions can occur without hitting your head, “even an indirect blow to another part of the body can transmit the force required to cause a concussion. Being aware of the signs and symptoms and responding to concussions appropriately is the best way to protect young athletes.”

According to the Centers for Disease Control and Prevention (CDC), each year U.S. emergency departments treat an estimated 135,000 sports- and recreation-related traumatic brain injuries (TBI’s), including concussions, among children ages 5 to 18.

The Brain Injury Association of Connecticut will launch the campaign in March with radio and print public service announcements, a Proclamation from Governor Rell, and special events. BIAC is also collaborating this year with the Connecticut Athletic Trainers’ Association, ([CATA](http://www.cata.org)) in advocating for concussion legislation for Connecticut, and in co-sponsoring a Legislative Action Day on March 17th.

To learn more about Brain Injury Awareness Month and brain injury or to get involved contact the Brain Injury Association of Connecticut at 860-721-8111 or visit their Web site at [www.biact.org](http://www.biact.org).

#