

**BRAIN INJURY ASSOCIATION OF NEW JERSEY AND THE NEW
JERSEY DIVISION OF HIGHWAY TRAFFIC SAFETY
ANNOUNCES THE SUCCESS AND CONTINUATION OF THE
BRAINY BUNCH HELMET SAFETY AWARENESS CAMPAIGN**

(Edison, NJ)--The Brain Injury Association of New Jersey, Inc. (BIANJ) is pleased to announce the success of our "Brainy Bunch" Helmet Safety Awareness Campaign, funded by The New Jersey Division of Highway Traffic Safety and affiliated with the Village of Ridgewood. Through the distribution of English and Spanish language print materials, an interactive website and radio public service announcements, BIANJ helped to raise the awareness among children and adults of the importance of wearing a helmet while bicycling. Brain injury is the leading cause of death in bicycle accidents and the most important determinant of permanent disability. Wearing a helmet while cycling can reduce the risk of brain injury by almost 90 percent.

Partners in the Campaign include Children's Specialized Hospital in Mountainside, Neuro-Med at Willowcreek, Morristown Memorial, JFK Johnson Rehabilitation Institute of Edison, Rehabilitation Specialists in North Haledon, the Monmouth County Sheriff's Office and the Marcus Group in Secaucus. Together we joined forces in spreading the helmet safety message to the northern part of the state. In year two, the program and partnerships will be expanded throughout the rest of New Jersey.

Since there is no cure for brain injury, prevention is our best and only defense. Raising awareness can help to save lives by changing attitudes and behaviors. The Brainy Bunch Campaign provides information resources and prevention education to address this important public health issue.

The Brain Injury Association of New Jersey, Inc., a chartered state affiliate of the Brain Injury Association, Inc., is a statewide membership organization dedicated to providing education, outreach, prevention, advocacy and support services to all persons affected by brain injury as well as the general public. For more information, please contact our main phone number at 732-738-1002 or visit our website at www.bianj.org