



Saskatchewan Brain Injury Association

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Saskatchewan Brain Injury Association announces New Partnership with Saskatchewan Blue Cross

For Immediate Release
Saskatoon

The **Saskatchewan Brain Injury Association** (SBIA) is excited to announce that **Brain Injury Awareness Month** will now be powered by **Saskatchewan Blue Cross**.

This partnership between SBIA and Saskatchewan Blue Cross will focus on bringing brain injury prevention to the forefront throughout **Brain Injury Awareness Month in June**. The announcement couldn't have come at a more appropriate time, as brain organizations around the world are celebrating Brain Awareness Week (March 10-16).

"We're proud to partner with the Saskatchewan Brain Injury Association to increase awareness and promote prevention of brain injuries," says Todd Peterson, VP Sales and Marketing at Saskatchewan Blue Cross. "It's shocking to realize that brain injury is so prevalent - that thousands of people in SK are currently living with a brain injury disability. Our goal for this strategic partnership is to support the improved health and wellness of Saskatchewan residents, as we've been doing for over 65 years."

The Saskatchewan Brain Injury Association's mandate is to prevent brain injuries through education and awareness, as well as to provide support to survivors of brain injuries and their families.

This new partnership will assist SBIA in sending educational packages to recreational centres, schools, communities and politicians with goal of educating as many people as possible about brain injuries. Prevention displays will be set up at fairs, tradeshow, arts and culture and sporting events throughout the summer.

Prevention of brain injuries in sport will be highlighted at the annual BHP Billiton Brain Blitz Gala presented by WorkSafe Saskatchewan on May 3 at TCU Place which features Matt Dunigan as the keynote speaker. Tickets are \$150 and available at www.sbia.ca/brain-blitz.aspx.

"We are getting our message out there – brain injuries are the number one killer and disabler of persons under 44. We are excited about the partnership with Saskatchewan Blue Cross. With their support we will be able to educate even more people during Brain Injury Awareness month in June," said Glenda James, Executive Director of SBIA.

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Brain Injury
Association PRESENTS

Brain Injury Awareness Month

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