



FOR IMMEDIATE RELEASE
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Brain Injury Alliance of New Jersey
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MEDIA ADVISORY

**Concussion Leaders to Hold Press Conference
To Promote Concussion Awareness Day**

Partners from around the state are coming together to promote the first “Concussion Awareness Day” in New Jersey, September 15, 2017. The purposes of Concussion Awareness Day is to raise awareness of the causes, dangerous effects, and signs and symptoms of concussion in order to prevent further injury and death.

What: Concussion Awareness Day Press Conference

Who: Assemblywoman Valerie Huttle, Brain Injury Alliance of New Jersey, Teaneck High School, Youth Sports Research Council

When: 3:30 p.m., Tuesday, September 12, 2017, rain or shine

Where: Teaneck High School
Auditorium
100 Elizabeth Ave.
Teaneck, NJ 07666

Why: The third Friday in September of each year has been designated as Concussion Awareness Day by the State of New Jersey. A concussion is a traumatic brain injury that disrupts the normal functioning of the brain and can cause significant and sustained neuropsychological impairment affecting problem solving, planning, memory, attention, concentration, and behavior. The third Friday in September of each year is designated as “Concussion Awareness Day” to raise awareness of the causes, dangerous effects, and signs and symptoms of concussion and second impact syndrome, particularly in young persons; to improve public understanding in regard to evolving concussion response standards and treatment methods; and to highlight the need for vigilance in recognizing and appropriately responding to the symptoms of a concussion, in order to prevent further serious injury. The purpose of the press conference is to raise awareness of concussion so as to ensure those suspected of concussion get the proper care and treatment they may need to maximize recovery.

For more information please contact Kristen Olsen, Communications Manager, or Tom Grady, Director of Advocacy and Public Affairs at 732-745-0200 or kolsen@bianj.org or tgrady@bianj.org.

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