



FOR IMMEDIATE RELEASE

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**Brain Injury Alliance of New Jersey Joins the Global #GivingTuesday Movement
*Pledges to send 5 individuals to summer camp this summer***

North Brunswick, NJ – The Brain Injury Alliance of New Jersey has joined #GivingTuesday, November 29th, a global day of giving that harnesses the collective power of individuals, communities and organizations to encourage philanthropy and to celebrate generosity worldwide. #GivingTuesday is held annually on the Tuesday after Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday to kick-off the holiday giving season and inspire people to collaborate in improving their local communities and to give back in impactful ways to the charities and causes they support.

On #GivingTuesday, the Brain Injury Alliance of New Jersey hopes to raise \$5,000 to sponsor 5 people to attend Camp TREK in the summer. Camp TREK (Together in Recreation, Knowledge and Exploration) is a weeklong residential camp program that provides independence and socialization for adults with brain injury, while their caregivers enjoy a week of respite. Campers take part in activities such as art, dance, swimming, outdoor sports and nature study. TREK is designed to serve adults age 18 and older, with a diagnosis of brain injury.

“You can relax at TREK, ask questions. People here understand what we’ve all been through. The trauma, and the disability,” said one TREK camper. “TREK is important because of the people here, the reflection of time and the lasting memories we create. It makes a real impact,” says a TREK counselor, “When you donate to TREK it’s not just a check. It’s a difference in people’s lives.”

Those who are interested in joining the Brain Injury Alliance of New Jersey’s #GivingTuesday initiative can visit <http://bianj.org/givingtuesday>.

About the Alliance

Established in 1981, the Brain Injury Alliance of New Jersey is a statewide nonprofit organization that services more than 10,000 individuals annually through its family support, advocacy, education and prevention programs. Over the last 30 years, the Alliance has brought together people with brain injury, their families and friends, and concerned allied health professionals to improve the quality of life people experience after brain injury.

Website: www.bianj.org/givingtuesday

Facebook: www.facebook.com/BIAOfNJ

Twitter: www.twitter.com/BrainInjuryNJ



About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give on November 29, 2016. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world.

To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit:

Website: www.givingtuesday.org

Facebook: www.facebook.com/GivingTuesday

Twitter: twitter.com/GivingTues