



FOR IMMEDIATE RELEASE
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**Brain Injury Alliance of New Jersey launches new support program with
funding from Musicant Family Brain Trust**

North Brunswick, NJ – The Brain Injury Alliance of New Jersey (BIANJ) has launched a new case management program, BIANJ CARES. The program will provide Connections, Assistance, Resources, Education and Support to New Jersey residents of all ages with a diagnosis of brain injury. BIANJ CARES will be funded by the Musicant Family Brain Trust.

After David Musicant was hit by a tow truck while training for the Ironman World Championships in 2015, he doubted that he would ever be the same person again. Though his traumatic brain injury was invisible to those around him, Mr. Musicant's recovery was an uphill battle. After months of ongoing therapies, he was able to finally complete the 2.4 mile swim, 112-mile bicycle ride and 26.2 mile run in October 2016. The Musicant Family then started a foundation to raise money for research and to help families find access to resources and support. When the need for an adult case management program was identified, the Musicant Family Brain Trust partnered with the Brain Injury Alliance of New Jersey to support individuals and families in need.

Reflecting on his family's experience with brain injury and their dedication to helping BIANJ improve the lives of others, David Musicant said, "One of the greatest unknowns and battles was not my own, but my families. They had to direct my care, manage an unknown outcome, and communicate with loved ones, all while facing an uncertain ending. Expanding the support services at BIANJ will enable more families to better manage the unfortunate and sudden changes that occur with brain injury."

"Thanks to the support of people like David and his family, BIANJ will be able to dramatically increase its range of services for people facing the challenges of brain injury." said BIANJ Board Chairperson, Wallace Kyle. "This is a ground breaking opportunity that we could not have done without the Musicants. This program will change our entire landscape. "

BIANJ CARES is currently accepting referrals. If you are interested in learning more or recommending someone to the program, please call 732-745-0200 or email BIANJ at info@bianj.org.

ABOUT BIANJ

Established in 1981, the Brain Injury Alliance of New Jersey is a statewide nonprofit organization that serves more than 10,000 individuals annually through its family support, advocacy, education and prevention programs. Over the last 35 years, BIANJ 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. For more information please visit www.bianj.org.