



FOR IMMEDIATE RELEASE

Get your brain in gear!

ThinkFirst Canada presents Brain Day across Canada

Toronto, ON – March 14, 2011: Injury is the leading killer of Canadian children and youth and more than half of these deaths are from brain injury. Prevention is the only cure. March 14th marks the start of international Brain Awareness Week, a unique partnership of more than 1,700 organizations in 57 countries. In Canada, ThinkFirst Canada is teaching children to use their brains to protect their bodies by presenting the ThinkFirst Brain Day program in schools this spring.

Brain Day is a hands-on, half-day program presented in classrooms from coast to coast. It shows students how their brains work, what happens when the brain is damaged and how they can protect themselves from a brain injury. Classrooms become laboratories as students conduct scientific experiments on the five senses. The program is delivered by hundreds of ThinkFirst Canada Chapter volunteers, teachers and student presenters from universities across Canada.

When students are in the classroom for a Brain Day presentation and outside enjoying March Break, "ThinkFirst reminds Canadians that the brain is fragile," says Rebecca Nesdale-Tucker, executive director of ThinkFirst Canada. "When kids are playing hockey, biking or tobogganing, it's vital that we all adopt life-saving injury prevention habits, including wearing a properly fitted helmet. Prevention doesn't mean hibernation. It means getting trained, wearing the gear, and using your brain to navigate risks" says national program coordinator Deirdre Dimitroff.

To learn more about injury prevention and the work of ThinkFirst Canada visit thinkfirst.ca.

This year thanks to support from the Public Health Agency of Canada, Brain Day Teaching Kits will be created as self contained Brain Day Modules. These kits have been designed to serve communities not being reached by the university and Chapter delivered Brain Day. The kits will be available free of charge to hundreds of classrooms across Canada. To find out more please visit brainday.ca.

ThinkFirst Canada is a national, charitable organization dedicated to preventing brain and spinal cord injury. Founded in 1992 by renowned neurosurgeon, Dr. Charles Tator, ThinkFirst Canada continues to be an injury prevention leader encouraging children and youth and those who care about them to be active and safe. ThinkFirst advocates for proven injury prevention strategies including helmet use. At the heart of ThinkFirst Canada are Chapters that stretch across the country. ThinkFirst's injury prevention message is promoted through TD ThinkFirst for Kids, sport programs, schools, community presentations, concussion education and with the help of VIPs

(Voices for Injury Prevention), a dedicated group of injury survivors who share the message that prevention is the only cure. ThinkFirst thanks the Krembil Foundation, Medtronic Foundation and the Government of Canada for support of Brain Day 2011.

[30]

ThinkFirst Foundation of Canada/La Fondation Canadienne Pensez d'Abord National Office: 750
Dundas St W, Suite 3-314, Toronto, ON, M6J 3S3 Phone: 1-800-335-6076 Fax: 416-604-7795
www.thinkfirst.ca