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FOR IMMEDIATE RELEASE

**“Think about all that goes into a helmet”
ThinkFirst Canada’s ThinkTank on brain injury prevention**

Tuesday, May 11, 2010, Toronto, ON - ThinkFirst Canada’s 2010 ThinkTank on Brain Injury Prevention: “Think about all that goes into a Helmet” takes place today in Toronto. Thought leaders in sports-related brain and head injury, prevention programming, health legislation, advocacy, and helmet design have been invited to participate to showcase the latest research and strategies in brain injury prevention and helmet protection.

“As the national-level charity dedicated to the prevention of head and spinal cord injury in Canada, ThinkFirst Canada understands that part of our responsibility is to be at the forefront of these issues,” says Dr. Charles Tator, founder of ThinkFirst Canada.

Evidence-generation, programming, education, advocacy and policy developments that impact on the health of Canadians are important when it comes to preventing traumatic injury. “Preventable injury is the leading cause of death for young Canadians,” notes Rebecca Nesdale-Tucker, executive director, ThinkFirst Canada.

“We all need to have a Think about what we can do to change that.”

The ThinkTank will provide a forum for debate on advancing brain injury prevention and related helmet issues including sports and recreation. Some goals for this meeting will include engaging delegates about the issues surrounding helmet use (mandatory and voluntary); considering, helmet needs for at risk groups, evidence-based positions regarding helmet use in specific sports and recreational activities; cutting edge research and exploring standards for head protection equipment. ThinkFirst plans to capture the ideas presented at this ThinkTank in a Proceedings Document that may be used by practitioners, governments, and industry and standards. This document will be available to our supporters at thinkfirst.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 19 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.

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