

Thank you for your interest in being part of the third annual National Concussion Awareness Day® on Friday, September 21, 2018.

ABOUT US

Our mission is to start a conversation to increase concussion awareness nationally, raise funds for brain injury charitable organizations and show support for those suffering through social media, community events and press coverage of National Concussion Awareness Day®. National Concussion Awareness Day® is recognized on the third Friday of each September yearly and is registered with the United States Patent and Trademark Office.

Our vision is that those suffering the effects of mild traumatic brain injuries feel supported by their community and feel empowered to share their story, connect with one another and act to raise global consciousness of the concussion epidemic.

National Concussion Awareness Day® was founded by 18-year-old Brooke Mills, who suffered a concussion as a freshman in high school. Concussions have become an epidemic in the United States, with millions of mild traumatic brain injuries happening each year. The purpose of National Concussion Awareness Day® is to create an opportunity for public discussion of this issue. By raising awareness of the importance of recognizing a concussion, treating it appropriately and supporting the injured we can positively impact lives across the country.

WHO CAN PARTICIPATE?

Everyone! National Concussion Awareness Day® is a chance for brain injury survivors, caregivers, health care practitioners, teachers, coaches, athletes, parents and the general public to connect and discuss baseline testing, signs and symptoms and the social and emotional issues that can result from mild traumatic brain injury. Health care professionals, non-profit organizations and individuals from across the United States will be participating in the third annual National Concussion Awareness Day® on Friday, September 21, 2018. National Concussion Awareness Day® is recognized by the Brain Injury Association of America.

WHAT CAN I DO?

We invite you to participate in National Concussion Awareness Day® in one of three easy ways:

1. *Share your story!* Spread concussion awareness by sharing your story with your local newspaper, TV or radio station (see our template to create your own easy press release). Or you can simply share your story on your own social media. Remember to use the hashtag #nationalconcussionawarenessday
2. *Create an educational opportunity.* You can host an information table at your school, library or public place. Or invite a local concussion expert as a speaker to your school, work or community group. The BIAA is providing downloadable information sheets free of charge - use them for your information table or as an event handout.
3. *Host your own fundraiser to benefit the Brain Injury Association of America.* You can have a bake sale, host a restaurant fundraiser, start a social media donation page or even host a car wash. Be creative and have fun with your fundraiser. Send your fundraiser proceeds, indicating "National Concussion Awareness Day" on your check, to:
Brain Injury Association of America
PO Box 7416
Merrifield, VA 22116-7416

HOW DO I GET STARTED?

Let us know your name and city/state you'll be participating from by emailing brooke@lesstheimpact.org or through Facebook's Messenger at National Concussion Awareness Day. Also tell us in which way(s) you plan to participate. For more information go to www.NationalConcussionAwarenessDay.com or find us on Facebook.