

(PROFESSIONAL LETTERHEAD HERE)

National Concussion Awareness Day – September 21, 2018

FOR IMMEDIATE RELEASE

(Today's Date)

PRESS CONTACT

(Your Name)

(Your Phone Number)

(Your email address)

(Your Town Name and State) – (Your name) is raising awareness of mild traumatic brain injury as part of National Concussion Awareness Day. *(Share your credentials, expertise and/or stories of injuries you've seen here. Include talking points/research relative to your expertise. Be sure to indicate you are available for media interviews.)*

Concussions have become an epidemic in the United States, with millions of mild traumatic brain injuries happening each year. 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. On Friday, September 21st National Concussion Awareness Day® will raise awareness across the United States through local educational events, social media, fundraisers and expert discussions in the media.

According to a poll by the University of Pittsburgh Medical Center nearly 9 out of 10 adults in the US can't correctly define a concussion. The Center for Disease Control defines a concussion as "a type of traumatic brain injury caused by a bump, blow, or jolt to the head or by a hit to the body that causes the head and brain to move rapidly back and forth. This sudden movement can cause the brain to bounce around or twist in the skull, creating chemical changes in the brain and sometimes stretching and damaging brain cells."

Up to 50% of concussions go undiagnosed and untreated. Symptoms commonly last 7-10 days, and include any one or more of the following: headache, confusion, difficulty remembering or paying attention, balance problems or dizziness, feeling sluggish, hazy, foggy, or groggy, feeling irritable, more emotional, or "down", nausea or vomiting, bothered by light or noise, double or blurry vision, slowed reaction time, sleep problems, or loss of consciousness. For some people concussion symptoms can persist longer, called Post-Concussion Syndrome. Post-Concussion Syndrome can last for weeks, months or even years.

A concussion is a mild form of brain injury and should be taken seriously. Culturally, many Americans view a concussion as no big deal, perhaps having been told themselves to "shake it off" or "play through it." However, returning to situations where an injured person faces another potential blow to the head before a concussion fully heals can result in "Second Impact Syndrome" which can be serious and potentially life threatening.

If you have suffered a concussion, share your story on social media Friday, September 21st and use #NationalConcussionAwarenessDay to tag it. Donations to the Brain Injury Association of America can be made at www.biausa.org.