



For Immediate Release

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“SLIde and Ride,” a Family Fun Day at Wachusett Mt. to Benefit Brain Injury

LEXINGTON – Hit the slopes and raise money for brain injury on Sunday, March 20, at the 1st Annual “SLIde n’ Ride” at Wachusett Mountain ski area. Sponsored by Supportive Living, Inc. (SLI) and the Brain Injury Association of Massachusetts (BIA-MA), “SLIde and Ride” promises to be a fun-filled day for skiers and snowboarders of all ages. Enjoy a discounted lift ticket, along with a free continental breakfast and lunch at the historic slope side Bullock Lodge. Festivities include NASTAR racing competitions, an auction, a reception and more. Awards will be presented.

“We are grateful that Wachusett Mountain Ski Area has been so generous in helping us raise funds to benefit brain injury,” said Arlene Korab, Executive Director of the Brain Injury Association of Massachusetts. “BIA-MA urges every skier and snowboarder to wear a helmet which can help prevent this devastating tragedy.”

Proceeds from the event will go towards building a new SLI Wellness Center and will support BIA-MA’s education and prevention programs.

“The SLI-Wellness Center for Brain Injury Research and Rehabilitation in Lexington will provide important research on brain injury rehabilitation,” said Peter Noonan, SLI Executive Director. At present SLI provides housing services to 39 survivors of brain injury at the Warren House in Woburn, the McLaughlin House in North Reading, and the Douglas House in Lexington. For more information, see SLI-Wellness Center fact sheet.

Individuals interested in participating in “SLIde n’ Ride” should register online by March 18 at www.supportivelivinginc.org. Visit our online auction (www.biddingforgood.com) March 3-17 and bid on a variety of ski related and other items.

Can’t make the event? Just purchase a lift ticket ONLINE (www.wachusett.com) to use on any day. You will receive \$5 off the ticket price, AND Wachusett Mountain will donate \$10 to SLI and BIA-MA. Be sure to mention ticket code Don-SLI.



Event Details

Ticket Prices: Adults \$45, Under 13 and over 65 \$30, and Under 5 FREE.

NASTAR Race Registration: \$5

Registration and continental breakfast: 7:30-10:30am

Races: 11:00am - 1:00pm (helmets required)

Bullock Lodge Lunch: 12:00pm-1:30pm

Award Reception: 2:30-3:30pm

About the Brain Injury Association of Massachusetts (BIA-MA)

The Brain Injury Association of Massachusetts (BIA-MA) is a private, non-profit organization that provides support to brain injury survivors and their families, offers programs to prevent brain injuries, and educates the public on the risks and impact of brain injury. The association also advocates for legislation to prevent brain injuries, including the most recent sports concussion law. BIA-MA has offices in Westboro, East Wareham and Pittsfield, MA. For more information, go to www.biama.org.

About Supportive Living, Inc. (SLI)

Supportive Living, Inc. (SLI), a private, non-profit organization was formed 20 years ago to address a growing need for appropriate, affordable supportive housing for survivors of Brain Injury. In 2011, SLI is expanding this mission to include conducting research on the effects of on-going rehabilitation for survivors of brain injury. For more information, go to www.supportivelivinginc.org.

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