Fourth Annual BJ Williams Road Race Set for September 10

The fourth annual BJ Williams Road Race, featuring a 5K Fun Walk and 5K Road Race, will take place in Longmeadow on Saturday, September 10. Runners and walkers of all levels are invited to participate in the event that will begin at 8 a.m. at the Wolf Swamp Fields, across from the Twin Hills Country Club. The race, which raised $3000 last year, will benefit brain injury survivors and their families.

BJ Williams, a resident of Longmeadow, had his sights set on an athletic career when he suffered a serious brain injury in a 2005 car crash. A graduate of the National Sports Academy in Lake Placid, NY, he spent two seasons with the Baystate Breakers, a high-level amateur hockey club in Boston. Today, Williams serves as the Prevention Program Manager for BIA-MA overseeing and presenting programs geared toward preventing brain injury for children and adults.

“A lot of people don’t realize the seriousness and frequency of brain injuries which occur every 23 seconds in the U.S. I want to make people aware,” says Williams. “I’m hoping this event continues to raise awareness about brain injuries and emphasizes the importance of prevention.”

“BJ is an excellent example of someone who uses his experiences to teach and motivate others,” says Arlene Korab, BIA-MA Executive Director. “He triumphs as our manager of prevention programs and impresses us with his own success story of recovery.”

Individuals can pre-register for the race at a discounted fee of $15 until August 28. On the day of the race, participants can register at 7 a.m. for a fee of $20. To register, go to www.biama.org/fundraising.html and click on “Register Today.”

The Brain Injury Association of Massachusetts (BIA-MA), a private, non-profit organization, provides support services to brain injury survivors and their families, offers programs to prevent brain injuries, educates the public on the risks and impact of brain injury, and advocates for legislation. For more information, call 508-475-0032 or visit www.biama.org.

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