Fifth Annual BJ Williams Road Race Set for July 14 to Benefit Brain Injury Association

Festivities Include a Barbeque Lunch, Music, Exhibitors and Giveaways

The fifth annual BJ Williams Road Race, featuring a 5K Fun Walk and 5K Road Race for brain injury prevention, will take place in Longmeadow on Saturday, July 14. Runners and walkers of all levels are invited to participate in the event that will begin at 9 a.m. at the Wolf Swamp Fields, across from the Twin Hills Country Club. Following the race, participants will be treated to a barbeque lunch sponsored by Big Y Foods, Inc. and can enjoy the music of MIX 93.1 FM. Exhibitors include the Safe Kids Coalition of Massachusetts who will offer free bicycle-helmet safety checks for all those present.

On July 28, 2005, Longmeadow resident BJ Williams, then 21, was involved in a car accident that almost brought his life to an end. As a result of the injuries he sustained in the car crash, he was unable to continue pursuing his dream of playing professional hockey. Williams, who graduated from the National Sports Academy in Lake Placid, NY, spent two seasons with the Baystate Breakers, a high-level amateur hockey club in Boston. Following his accident, he persevered and has competed in three Ironman triathlon competitions. In 2010, he joined BIA-MA’s prevention team.

“Prevention is the best defense against brain injury,” says BJ Williams, Manager of Prevention Programs for the Brain Injury Association of Massachusetts (BIA-MA). “It is estimated that 5.3 million Americans are faced with long-term challenges and require support as the result of a traumatic brain injury.”

Individuals can pre-register for the race at a fee of $20 until June 29, which guarantees the participant an event tee shirt, race goodie bag, and barbeque lunch following the event. 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.

#