Brad Marchand and Boston Bruins Alumni Members Partner with The Brain Injury Association for Youth Hockey Clinic

Over sixty young hockey players, ages 7-13, learned hockey from the experts at a hockey clinic which took place on Monday, Feb. 27, at the New England Sports Complex in Marlborough. Brad Marchand, along with 98.5 The Sports Hub’s Bob Beers, Ken Hodge Jr., and Bob Sweeney, were on the ice to help these budding stars learn from the pros the skills of the game. The educational event was sponsored by the Brain Injury Association of Massachusetts as part of its campaign with Brad Marchand to teach young athletes to “play smart, and wear your helmet.”

“It’s beneficial for young athletes to hear from professionals about the importance of playing hard but playing safely,” says BJ Williams, BIA-MA’s manager of prevention who played semi-pro hockey. Williams, who spoke at the event about the risks and consequences of concussions, was on the ice offering tips to the young players.

Boston Bruins Star, Brad Marchand is collaborating with the Brain Injury Association of Massachusetts to raise awareness of brain injury. Marchand, a Bruins stand out and the star of Game 7 of the Bruins Stanley Cup victory over Vancouver last year, has recorded public service announcements for BIA-MA. The spots are currently airing on 98.5 The Sports Hub on the Boston Bruins Radio Network.

“These young athletes are most likely to respond to popular, professional athletes,” says Arlene Korab, Executive Director of BIA-MA. “We are pleased to have the opportunity to increase awareness and to provide a fun day for local kids.”

To learn more about sports safety or to order a copy of BIA-MA’s award-winning video, Play Smart, go to www.biama.org or call 508-475-0032.

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.