Press Release

For Immediate Release
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BJ Williams Runs 64 for 64,000 Traumatic Brain Injury Survivors

In Massachusetts every year 64,000 people suffer a Traumatic Brain Injury (TBI). BJ Williams has a mission to run 64 miles to raise money and awareness on behalf of the brain injury community. On Friday, August 29th at 7:30 pm BJ will begin his 64 mile journey in Canaan, NY and finish on Saturday, August 30th between 10 am – 12 pm in his hometown of Longmeadow, MA. His fundraising goal for this event is sixty-four hundred dollars and he will be donating all of the proceeds from his run to the Brain Injury Association of Massachusetts (BIA-MA). BJ is not only running for the thousands who have been affected by a TBI he is also running for himself, a survivor.

On July 28, 2005, BJ was involved in a car crash 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. BJ, who graduated from the National Sports Academy in Lake Placid, NY, spent two seasons with the Bay State Breakers, a high-level amateur hockey club in Boston. Following his crash, he persevered and has competed in three Ironman triathlon competitions and over 80 other endurance events. In 2010, he joined BIA-MA’s Prevention Department.

This is not the first significant distance run for BJ, in 2010 he ran 98 miles from Longmeadow to Boston. His goal is to eventually run across the entire state of Massachusetts. What first started as a means to aid his own recovery has grown into so much more. He has dedicated himself to raising awareness about brain injury and knows firsthand about the gaps in programs and services that survivors face. He is a true champion for the cause and for BIA-MA.

From BJ’s perspective “Prevention is the best defense against brain injury. Working at BIA-MA I do what I can to educate people on the symptoms and consequences of sustaining a TBI”. BIA-MA offers many support groups across the state for those affected by brain injury. The money raised from BJ’s efforts will help these programs continue to grow so that they can help more survivors, caregivers, and families through those difficult times. If you would like to track BJ on his 64 mile journey or cheer him on please visit http://bwilliams59.wix.com/64milesfor64000 to view his route. If you would like to donate please visit http://www.gofundme.com/brrs2o.

The Brain Injury Association of Massachusetts, a private, non-profit organization, 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 advocates for funding for individuals with brain injury, supports legislation to prevent brain injuries, and collaborates on educational campaigns with state agencies and related associations.

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