

## **For Immediate Release**

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### **The Brain Injury Association of Massachusetts Appoints Cynthia Cardeli as Director of Programs and Services**

March is Brain Injury Awareness Month and with all the excitement of creating a better future for brain injury survivors and their families, the Brain Injury Association of Massachusetts (BIA-MA) is proud to announce the promotion of Cynthia Cardeli to Director of Programs and Services. Cynthia joined BIA-MA in October of 2014 as the Western Regional Manager in the Pittsfield office. Her focus was to develop and implement a vision for continued growth of the western region, to increase awareness and education of brain injury, promote community outreach and collaboration, and facilitate support groups.

Cardeli has proven to be an asset to the association. In the time she managed the western region, she grew the support groups from 8 to a total of 11, and increased the reach of new activities for brain injury survivors in the Greenfield, Northampton and Hadley areas. She also grew the newsletter mailing from less than 200 to presently over 800, and as a result, BIA-MA has connected to more individuals, survivors, families, and organizations in the community. Cardeli has proven to be a sincere and dedicated professional that cares about the brain injury community. “The BIA-MA has really made an impact on me...I mean Cynthia really took an interest in me and I love it,” said Mary Jane Norton, survivor and volunteer.



“The Brain Injury Association of Massachusetts Western Regional Office has been a source of support, community, and valuable information. Its influence on my life has been life changing and I am ever grateful for its existence,” said Lori Amato survivor and support group co-facilitator.

Cardeli came to BIA-MA with more than 20 years of experience in the non-profit human services field with a focus in elder care, and has a wealth of health and human service knowledge. BIA-MA is excited that she is now focusing her efforts in leading BIA-MA’s Programs and Services team.

Cardeli remarks, *"I am eager to begin my new role as Director of Programs and Services for BIA-MA. I do intend, to continue to utilize my insight and understanding of the needs of survivors, caregivers and professionals in order to provide meaningful and relevant educational programs, to foster strong community collaborations and client relations, and to develop meaningful and enhanced quality of life activities for survivors and caregivers throughout the Commonwealth!"*

### **About BIA-MA**

BIA-MA, a private, non-profit organization, provides support to brain injury survivors and their families; prevention programs to educate the public on the risks and impact of brain injuries; education and training for brain injury survivors, caregivers, and professionals; and legislative advocacy for improved community services and the prevention of brain injuries.

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