

Nicole Godaire, Executive Director of the Brain Injury Association of Massachusetts, is available for further comment on the following clip of yesterday's press conference where Donald Trump asserted that concussion patients are weak: <http://www.cnn.com/2016/10/12/politics/donald-trump-concussions-election-2016/>.

Please contact Tori Dumstorf at tori@mungocreativegroup.com or [\(888\) 506-8646 x708](tel:(888)506-8646x708) to set up an interview.

Brain Injury Association of Massachusetts Responds to Donald Trump's Concussion Comments

GOP Presidential Candidate Suggests Those Who Sustain Concussions Are Weak

(Westborough, Mass. - October 13, 2016) GOP Presidential Nominee Donald J. Trump was critical of concussion rules at a campaign event in Lakeland, Florida on Oct. 12, going so far as to suggest to his audience that those who sustain concussions are weak.

A woman fainted during the two-hour rally, and Trump took notice. "That woman was out cold, and now she's coming back!" Trump announced to the crowd. "We don't go by these new - and very much softer - NFL rules. Concussions 'Oh, you've got a little ding on the head. No, no, you can't play for the rest of the season.' Our people are tough."

"Concussions, as with all brain injuries, are a serious health issue," said Nicole Godaire, Executive Director at the Brain Injury Association of Massachusetts. "We are disappointed in Mr. Trump's remarks regarding the National Football League's concussion protocols and particularly in his assertion that those who sustain a concussion are weak."

Healthcare professionals describe concussion as a "mild" brain injury because usually concussions are not life threatening. However, the effects can be serious. Recognition and proper response to concussions when they first occur can help prevent further injury or death. Concussion is a form of brain injury and individuals that receive concussions may experience cognitive, emotional and physical problems.

BIA-MA is the primary conduit between survivors and an extensive network of facilities, programs and professionals including 50 statewide support groups and has been leading the charge against sports related brain injuries for decades. In response to legislation on sports-related head injuries in 2010, the Massachusetts Department of Public Health developed regulations that were promulgated in 2011 and apply to all public middle high schools and other schools subject to the rules of the Massachusetts Interscholastic Athletic Association (MIAA) with extracurricular sports for grades 6-12.

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The Brain Injury Association of Massachusetts (BIA-MA) is dedicated to improving the lives of those affected by brain injury while reducing its incidence and impact through prevention programs, education and training and legislative advocacy. Founded in 1982, the BIA-MA is the primary conduit between survivors and an extensive network of facilities, programs and professionals including 40 statewide support groups. The Brain Injury Association of Massachusetts is a chartered affiliate of the Brain Injury Association of America. For more information, visit www.biama.org or call [\(800\) 242-0030](tel:(800)242-0030).