



Press Release

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Brain Injury Association of Massachusetts Stresses Safety During the Holiday Season

With the holidays upon us, we often find ourselves enthralled with the activities of the season. The Brain Injury Association of Massachusetts (BIA-MA) urges revelers to have fun but to use sound judgment when attending holiday festivities and enjoying winter activities.

“Safety should not be taken lightly, particularly around the winter holidays,” says Arlene Korab, Executive Director of the Brain Injury Association of Massachusetts. “Getting behind the wheel of a car while drinking or on drugs puts you and others at risk, and not wearing a seat belt increases the likelihood of a serious head injury and possibly a life-long disability.”

Last winter, an estimated 15,000 people were treated for head injuries related to motor vehicles crashes. In Massachusetts, nearly half of those killed in motor vehicle crashes were drunk and nearly 60 percent were not wearing seat belts.

Sports contributed to another 26,000 head injuries last winter. Ice hockey, snow boarding, and skiing accounted for more than half of these injuries. Wearing helmets and obeying the rules of the “playing field” can significantly reduce these injuries.

“Holiday fun can too quickly turn into a life-shattering tragedy that could have been prevented by simply taking proper safety precautions,” adds Korab. “Don’t let winter-related injuries turn happy holidays into needless tragedies.”

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, and educates the public on the risks of irresponsible behavior and the impact of brain injury. The association also advocates for funding to support services 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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