

MEDIA RELEASE

For immediate delivery

THE SQUEAKY WHEEL GETS THE GREASE: GETTING WHAT YOU NEED

- Justin Trudeau to headline Brain Injury national conference with survivors and medical experts in Montreal

(MONTREAL – June 11th, 2008) - The Brain Injury Association of Canada (BIAC) will meet in Montreal this weekend to discuss the importance of developing an essential programs and services network across Canada for all persons affected by brain injury.

From July 11 to 13, the 5th Annual Conference will bring together delegates from across Canada who will exchange stories and information about brain injury, which impacts over 100,000 Canadians a year.

Special guest Justin Trudeau will speak on Friday, July 11th at 6:30 pm on his work with the Canadian Avalanche Foundation and the need for stronger standards for sports helmets, a cause in which BIAC has been a leading voice.

“As a person whose family has been affected by acquired brain injury, I am an advocate on a continual basis for those things that many of us take for granted”, said Shirley Johnson, BIAC's President.

“By increasing knowledge, by creating bigger networks and by working together we can make a difference.”

The conference, with its theme this year "The Squeaky Wheel gets the grease: Getting what you need," is being held at Villa Saint-Martin at 9451 Boul. Gouin Ouest in Pierrefonds near Montreal, The conference will also be host to the Hawaiian Oyster Odyssey - a tradition of BIAC and the 22nd in a series held across Canada over the last three years. Awards will be presented to volunteers and sponsors.

“A united national voice will allow us to effect change for those living with brain injury”, said Meloni Lyon, BIAC's Vice-President, External Affairs and Conference Steering Committee Chair.

“By increasing community awareness and inclusion and promoting injury prevention, we can continue to be empowered to move toward the future with renewed enthusiasm and optimism.”

Speakers include:

- Dr. Jeffery S. Kreutzer from Virginia Commonwealth University and one of the world's foremost expert on brain injury, who will discuss how to cope with the many challenges often faced by patients and their families

- Dr. Lindy Kilik from the Providence Care-Mental Health Services in Kingston, Ontario will demystify the medical and governmental processes involved in deciding if an individual is safe to drive after a brain injury
- Sharice Billett Niedermayer from Moose Jaw, Saskatchewan will share the struggles and successes of raising, advocating and getting help and information for a child with an acquired brain injury.
- Faith Jahelle from Calgary, Alberta will share her journey and lessons learned on her way to become a successful advocate.

Sponsors for the event include TD Bank Financial Group, Diageo, Bombardier, Insurance Bureau of Canada, Apotex and Air Canada.

Established in 2003, BIAC's mandate is to improve the quality of life of all Canadians affected by brain injury. It advocates on behalf of survivors and promotes prevention. As well, BIAC is dedicated to facilitate post-trauma research, education and advocacy in partnership with national, provincial/territorial and regional associations and other stakeholders.

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