



Media Advisory

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Brain Food Fuels National Fundraisers for Injury Awareness

Ontario Ministers of Health and Education headline 5th annual Toronto event for 50,000 Canadian Brain Injury Survivors.

(Toronto) – Medical experts, community leaders, public figures, business professionals and media will shed their winter coats, despite frigid temperatures, in favour of Hawaiian shirts and Lei's at Toronto's 5th Annual Hawaiian Oyster Odyssey.

For the first time in Canadian history, Oyster events will be taking place in every province. The Toronto event will take place Monday February 2nd at Chega Restaurant, 3391 Yonge Street from 6 to 9 pm.

The event, organized purely through volunteer efforts, is expected to raise over \$100,000 for the Brain Injury Association of Canada (BIAC) and the Brain Injury Society of Toronto (BIST).

Each year, 50,000 Canadians are affected with a brain injury; it is the number one disabler and cause of death for Canadians under 45 and incidence rates are continuing to rise. The annual Hawaiian Oyster Odyssey events promote prevention and raises funds to advocate for survivors.

This year, special guests will include: the Honourable David Caplan, Ontario's Minister of Health and Long-Term Care, the Honourable Kathleen Wynne, Ontario's Minister of Education, the Honourable Carolyn Bennett M.P., Canada's former Minister of Public Health, Shirley Johnson President of BIAC and senior representatives from several Toronto hospitals.

Other 2009 Hawaiian Oyster Odysseys will be held in Vancouver, Edmonton, Saskatoon, Winnipeg, Ottawa, Montreal, Fredericton, Charlottetown, Halifax and St.John's. Initial discussions have taken place with representatives from the United States, Europe and Japan to hold similar events in those markets.

Each event will feature oyster bars, tropical cocktails and stories from survivors. Guests will also enter a promotional draw for two round trip tickets to Hawaii, courtesy of Air Canada.

About:

In 2003 the Brain Injury Association of Canada was established with the mandate to improve the quality of life for all Canadians affected by acquired brain injury and promote its prevention. BIAC is also dedicated to facilitate post-trauma research, education and advocacy in partnership with national, provincial/territorial and regional associations and other stakeholders.

The mission of the Brain Injury Society of Toronto is to enhance the quality of life for persons, in the City of Toronto, who are living with the effects of acquired brain injury, through education, awareness, support and advocacy.



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