

# Brain Injury Specialists Urge Cyclists; Wear a Helmet

**National Bike Week - June 18<sup>th</sup> to 26<sup>th</sup>**

National Bike Week takes place from June 18<sup>th</sup>-26<sup>th</sup> and Acquired Brain Injury Ireland is urging all cyclists to 'Mind their Head', by wearing a helmet.

Cyclists who ride their bikes without the protection of a helmet are putting themselves at risk of a serious injury. ABI Ireland urges all those partaking in National Bike Week to strap on a helmet and avoid becoming one of the 10,000 people in Ireland, who have become victims of brain injuries in accidents.

Barbara O' Connell, Chief Executive of ABI Ireland said: "It makes me so angry when I hear people saying that wearing a helmet reduces the enjoyment of cycling, in actual fact wearing a helmet reduces the risk of a head or brain injury by 65-88 per cent; should a collision occur".

"Anyone who has this attitude should come and visit one of our residences and see the terrible consequences, and life-long injuries, which are suffered by people with an acquired brain injury, as a result of a cycling accident. At ABI Ireland we see firsthand the devastation that can be caused. Cycling without a helmet is extremely dangerous and all cyclists need to be aware of the risks", she added.

The Road Safety Authority figures show that between 1997 and 2009, a total of 175 bicyclists died on the roads, but many of these deaths could have been avoided if people had been wearing a helmet.

Ms. O' Connell also stressed that while wearing a helmet reduces the risk of brain injury, it will also reduce the severity of the injury by absorbing the impact from the collision. This in turn will reduce the amount of time a victim spends in recovery and rehabilitation.

ABI Ireland believe '*Prevention is the best cure*' and so are urging all cyclists to make sure and wear a helmet from this week forward. ABI Ireland are reminding cyclists that it is not always the drastic accidents that lead to the most devastating consequences; even the simplest fall from a bike can lead to a long term brain injury.

- ● -

For further information please contact:

Karen O' Boyle, Communications Executive, ABI Ireland, 01 2804164 Extn. 222

[koboyle@abiireland.ie](mailto:koboyle@abiireland.ie)