

## **ABI Ireland highlights importance of safety helmets as Dublin Bike Scheme is launched**

**14<sup>th</sup> September 2009:** Acquired Brain Injury Ireland (ABI Ireland), a leading provider of services and supports to people with acquired brain injury (ABI) in Ireland, has welcomed the launch of the Dublin Bike Scheme and has reminded those using the bikes of the importance of wearing safety helmets while cycling throughout the city.

CEO of Acquired Brain Injury Ireland said, "The Dublin Bike Scheme is a fantastic initiative which I'm sure will become increasingly popular with people living and working in and around Dublin city centre. More and more people are realising that bicycles are a more economic and carbon friendly alternative to traveling by car, while also allowing for faster travel times."

Ms O'Connell warns, "It is important, however, for those traveling by bicycle to remember the importance of wearing safety helmets, particularly while cycling around the city centre where traffic volumes are high. Wearing a helmet not only reduces the risk of brain injury, it can also reduce the severity of the injury and reduces the amount of time a victim spends in recovery and rehabilitation".

Research shows that wearing a helmet reduces the risk of head or brain injury by 65% - 88%<sup>1</sup>. The World Health Organisation estimates that the chances of serious head trauma and lifelong disabilities can be reduced by an incredible 69% when a helmet is worn during a collision.

Founded in 2000, Acquired Brain Injury is an Irish national charity which provides support and services for people with ABI. It is estimated that more than 10,000 people are impacted by Acquired Brain Injury (ABI) in Ireland every year.

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<sup>1</sup> 'Helmets for Preventing Head and Facial Injuries in Bicyclists (Cochrane Review)' DC Thompson et al, Issue 1, 2003