

You only have one brain, *Mind Your Head* and protect it!

ABI Ireland and RTE's Baz Ashmawy launch Christmas safety appeal

2nd December 2009: Thinking of buying a bicycle, skateboard, scooter or rollerblades for a loved one this Christmas? Then think safety! That is the message from RTE presenter Baz Ashmawy and Acquired Brain Injury Ireland (ABI Ireland), leading provider of services for people with acquired brain injury in Ireland.

RTE's Baz Ashmawy advised, "Skateboards, scooters and bikes make really cool Christmas presents and I'm sure many children and adults have been writing up their Christmas lists already! But we all must remember that the best way to protect our heads is to wear a safety helmet. You don't have to be cycling very fast or doing a difficult skateboarding trick to fall off and have an accident. You can always get a new bike or skateboard but you only have one brain and you need to protect it. So think safety and wear a helmet!"

This reminder is part of ABI Ireland's 'Mind Your Head' campaign which seeks to raise awareness of the serious consequences of not wearing protective headgear in various every day situations.

Barbara O'Connell, CEO of Acquired Brain Injury Ireland said "Wearing a helmet not only reduces the risk of brain injury, it can also reduce the severity of the injury. We are reminding Santa and all those buying presents this Christmas to think safety and encourage children to wear helmets anytime they are on wheels. Adults have the responsibility of leading by example so this reminder goes out to all children, young and old! We all need to work together to mind our heads and make helmet-wearing the norm."

Founded in 2000, ABI Ireland is a leading provider of support and services for people with an acquired brain injury (ABI). ABI is a silent epidemic which affects more than 10,000 people in Ireland every year.

-Ends-