



Connecticut's Partner in Brain Injury Prevention & Recovery for 30 Years

Contact:

Christine Buhler, Development & Marketing Director, BIAC

[860.219.0291 x306](tel:860.219.0291)

cbuhler@biact.org

5th Annual Coastal Bike Ride to Raise Funds for Brain Injury Awareness, Support and Prevention in Connecticut

Windsor, CT (March, 2014) – The Brain Injury Alliance of Connecticut (BIAC), the state's only nonprofit organization dedicated to brain injury prevention and recovery, today announced that the 5th Annual Tour of Lights Bike-a-Thon will take place on Saturday, May 3rd, at the University of Connecticut's Avery Point Campus in Groton, CT.

The sixty-two mile metric century course winds along southeastern Connecticut's lighthouse-rich coastline and through rural hills and farmland to the turnaround point located in Watch Hill, RI. There is also a twenty-five mile course and a 1.5 mile course for children and adaptive riders.

Early-bird pricing is available through April 9th; Entrance fees for riders are \$70 for the sixty-two mile ride and \$35 for the twenty-five mile ride. Riders can register online at www.biact.org. Additionally, they are encouraged to raise funds via [Firstgiving](#) from family, friends and colleagues. Registration will also be available onsite prior to the 9:00am start time of the sixty-two mile ride and the 10:00am start of the twenty-five mile ride.

All funds raised go to BIAC in support of their ongoing mission to provide crucial services for the survivors of brain injury and their families, as well as awareness and preventive education initiatives. BIAC's programs, which include a toll-free HelpLine, support groups and brain injury prevention and awareness programs for children and adults in the community, serve individuals throughout the state and are all available completely free of charge.

Traumatic Brain Injury (TBI) is a growing, though lesser-recognized, health issue facing the U.S. and the world today. As medical technology improves, people are increasingly surviving life-threatening events, such as accidents or strokes. Each year over 22,000 Connecticut residents will sustain a brain injury. While the causes of TBI are many, including strokes, sports-related injuries and car accidents, injuries sustained during combat are a growing cause; the Center for a New American Security has estimated that one in five veterans returning from Iraq and Afghanistan have suffered TBI and/or PTSD.

"We're thrilled to be returning to Avery Point for our 5th year. Heralding the coming of Spring in support of a great cause, this ride through some of the state's most beautiful land has fast become a perennial favorite for our riders, our sponsors and the community. To date, the Bike-a-Thon has raised over \$40,000 for our crucial support services and this year, with the help of our amazing partners and riders we hope to add significantly to that sum," said Julie Peters, BIAC Executive Director. "We're committed to our mission of building awareness of brain injury, being a partner in prevention and helping Connecticut's most vulnerable citizens, and their families, navigate the road to recovery."

BIAC is seeking support of corporate and individual sponsors to further sponsor the costs of the ride and raise funds for the organization. BIAC is a non-profit 501(c)(3) tax exempt agency. All donations are deductible as allowed by current law.

For more information about the Tour of Lights Bike-a-thon or to learn more about BIAC's services, please visit www.biact.org or call [860-219-0291](tel:860-219-0291).

--END--

About Brain Injury Alliance of Connecticut

Founded in 1981, the Brain Injury Alliance of Connecticut (BIAC) is Connecticut's partner in brain injury prevention and recovery. As a partner in prevention, BIAC works with individuals, organizations, schools and government to educate those in our communities about the causes and realities of brain injury. As a resource in recovery, BIAC provides brain injury survivors and their families with the resource information and support they need completely free of charge. BIAC's brain injury specialists work to ensure that survivors and their families are connected to the appropriate services and professionals. They also facilitate independent living and meaningful inclusion at home, at school and at work. For more information, visit www.biact.org.

200 Day Hill Road, Suite 250 ■ Windsor, CT 06095

Phone (860) 219-0291 ■ Fax (860) 219-0568

www.biact.org

