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Date: March 17, 2016
To: Local Media
From: Lori DiPietro, Health Educator
Phone: 860-721-2824

Please publish the attached press release as soon as possible. If you have any questions, you may call me at the above number. Thank you.

FOR IMMEDIATE RELEASE:

Health District Stresses Bicycle Safety

With the warm weather fast approaching, it is important to keep safety in mind for all of your outdoor activities. According to the Centers for Disease Control and Prevention, 1.7 million Americans develop a traumatic brain injury every year. A traumatic brain injury (TBI) is a severe head injury that disrupts brain function. TBI accounts for nearly one-third of all injury-related deaths in the United States. Many of these injuries can be prevented with the use of properly-fitted helmets.

The Central Connecticut Health District sells bicycle helmets year-round that come in a variety of colors for children and adults, ranging from toddler sizes to adult XL. The cost for the helmets is \$10.

The bicycle helmets are available for purchase at the Central Connecticut Health District, 505 Silas Deane Highway in Wethersfield. For further information, please contact the Health District at 860-721-2822.