



HAWAIIAN OYSTER ODYSSEY™

MEDIA RELEASE **For Immediate Delivery**

CFL LEGEND TERRY EVANSHEN TO SPEAK AT TORONTO EVENT FOR BRAIN INJURY SURVIVORS **‘Hawaiian Oyster Odysseys’ to be hosted in eight Canadian cities**

(TORONTO January, 2006) -This February, Oyster-lovers across Toronto will be ‘shucking’ their winter gear for grass skirts and Hawaiian shirts. Featuring a number of Canadian sports and political heroes, the second annual Hawaiian Oyster Odyssey will raise \$40,000 to support the Brain Injury Association of Canada (BIAC).

By raising funds and awareness, the event helps survivors like Madeleine Welton of Mississauga who was in a near-fatal car accident 12 year ago. “When I had my accident, I had two young children and I had to re-learn how to do everything from walking to speaking”, said Welton. She is not alone. Brain injuries are the leading cause of death for Canadians under the age of 45.

Welton will be one of several survivors to share their inspiring stories at the Hawaiian Oyster Odyssey on Monday, February 20th at the Miller Tavern, 3885 Yonge Street (south of York Mills) in Toronto from 6 to 9 pm. She will be joined by former Canadian football legend and brain injury survivor Terry Evanshen, Olympic swimmer Liz Warden, Carolyn Bennett, Canada’s Minister of State for Public Health, George Smitherman, Ontario Minister of Health and Long-term care and Dr. Nora Cullen from the Toronto Rehabilitation Institute. Evanshen was recently featured on a CTV movie, “The Man Who Lost Himself”. Welton, Evanshen, Bennett and Smitherman will speak briefly between 7:30 and 8 pm that evening.

“We have grown from one event last year to eight Hawaiian Oyster Odysseys across Canada planned for 2006”, said Mireille Provost, BIAC President. Upcoming Odysseys will take place in Vancouver, Halifax, Saskatoon, Gatineau, St. John’s, Edmonton and Souris, PEI. Each event will feature stories from survivors, an oyster bar, coconut mystery prizes, tropical cocktails and a trip for two to Hawaii.

Last year’s inaugural event in Toronto raised over \$30,000. Tickets are \$150 and can be purchased by contacting Julie Katz at or 416-636-4411, ext 346. Sponsors include the Miller Tavern, RBC Financial, GlaxoSmithKlein, Dot Group of Companies, Tommy Bahama and Brown & Cohen Communications & Public Affairs.



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