

MEDIA RELEASE

COMMUNITY LEADERS BRING A TASTE OF HAWAII TO HELP BRAIN INJURY SURVIVORS

- National fundraising campaign comes to Charlottetown –

Charlottetown; October 31, 2007 – Brain injury survivors, along with the local community and business leaders, will come together in Hawaiian style at Charlottetown's second annual *Hawaiian Oyster Odyssey*, a fundraising event by the Brain Injury Association of Canada (BIAC). They will be joined, in Hawaiian attire, by Dr. John Joe Sark LLD (Hon), Keptin of the Mi'kmaq Grand Council for the District of Epekwitk, Hon. Wayne Easter, Member of Parliament for Malpeque and Cathy Jones, Director of Social Programs representing the Minister of Health.

The event promotes awareness of brain injury prevention and raises much needed funds to help survivors like Marie Mossey who was in a near-fatal car accident along with her husband. She did recover from a 3 week coma, but lost an eye, one of her kidneys and her livelihood – her sea side Bed & Breakfast. Now she has a new focus – being actively involved in the forming of the Brain Injury Association of PEI. “This was a life changing experience for me”, says Mossey. “I try to be positive about it, because every day is the same length of time, no matter how you spend it.” Mossey is a founding member of BIAC and under her leadership, the first PEI Hawaiian Oyster Odyssey was held last year. It raised thousands of dollars and was one of the best in the country, both financially and in recognizing survivors. It was the first in Canada to have a Premier in attendance.

Brain injury is the leading cause of death for Canadians under the age of forty five. Survivors will share their inspiring stories at the Odyssey on **Saturday, October 30th, at the Benevolent Irish Society (582 North River Road, Charlottetown) from 7pm**. Roy Johnston, Cef Pobjoy and Laban Rua Irish Set Dancers will provide great entertainment for the evening. Guests also enter a draw for two round trip tickets to Hawaii, courtesy Air Canada. **Tickets can be purchased by contacting Eric Creamer at 902-675-2675.**

“When we organized the first *Hawaiian Oyster Odyssey* last year we realized how much the community wanted to help. We received great response and the event helped spread the message of brain injury prevention and care,” said Eric Creamer, Chair of the Prince Edward Island Odyssey and Occupational Therapist at Prince County Hospital, Summerside. Nine other Odysseys are being held this year in Toronto, Vancouver, Saskatoon, Gatineau, St. John's, Fredericton, Edmonton and Montreal. Each event features stories from survivors, oyster bars and coconut mystery prizes. National sponsors include Diageo, Insurance Bureau of Canada and Bombardier.

Established in 2003, BIAC's mandate is to improve the quality of life for all Canadians affected by brain injury. BIAC advocates on behalf of brain injury survivors, promotes prevention and develops national public information resources.

For further media information contact
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