



What is Go Blue?

Go Blue! for Brain Injury is a campaign that brings awareness and raises funds to support the BIANYS Scholarship Program during Brain Injury Awareness Month in March. We invite businesses and organizations around New York State to participate in Go Blue! in March by establishing an internal campaign that engages employees, increases awareness and raises funds. All money raised directly supports the BIANYS Annual Conference Scholarship Program, making it possible for members with brain injuries who are facing financial hardship to attend.

How does my organization participate?

Organizations can register online at bianys.org. There you'll find a Go Blue! Coordinator's Manual and other information to get you started. During your event, **send us pictures to be part of the Wall of Fame** on our website and on our social media! And don't forget, **wear blue on March 13th** for national Brain Injury Awareness Day.

Where does the money go?

Funds raised by the Go Blue! campaign will go directly to the BIANYS Annual Conference Scholarship Program for members with brain injuries who are facing financial hardship. The BIANYS Annual Conference provides a variety of workshops and sessions, many created specifically for brain injury survivors. The Annual Conference fosters a much-needed sense of community and belonging for people that are often isolated and misunderstood.

How do I make a donation or become a sponsor?

For sponsorship and donation opportunities, please visit bianys.org or email Eileen Reardon, Executive Director, at ereardon@bianys.org.

About the Brain Injury Association of New York State

The Brain Injury Association of New York State (BIANYS) is a statewide non-profit membership organization that advocates on behalf of brain injury survivors and their families and promotes brain injury prevention. We support, educate and advocate for the brain injury community, and provide support services that lead to the improved outcomes for children and adults with brain injuries.

Have more questions?

Contact Eileen Reardon at 518-459-7911 or email ereardon@bianys.org.

