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March On for Brain Injury September 18th ***Annual event will celebrate brain injury community virtually***

Albany, NY — For the second year in a row, supporters from across New York State and the country are participating in March On for Brain Injury on Saturday, September 18 virtually. Although we miss being in person, going virtual allows anyone and everyone from New York State and beyond to participate. March On for Brain Injury is an annual event hosted by the Brain Injury Association of New York State (BIANYS). All proceeds from March On go directly to BIANYS programs and services. In pre-COVID-19 times, hundreds of walkers gathered for a day of unity, fun and activities in four locations: Long Island, New York City, Syracuse and Rochester.

Each year BIANYS' March On honors outstanding individuals for their courage and contributions to New York's brain injury community. The 2021 honoree from the Hudson Valley Region is Londina Cruz. Londina's parked car was rear-ended by a drunk driver and her life changed.

"I turned fear into strength and refused to let my TBI define or defeat me. I have shattered my own limiting beliefs and the opinions of others. I am thriving and focus myself on positive thinking and encouraging a healthy surrounding. That is why I am honored to be the Hudson Valley March On Honoree so that my story can inspire other individuals with a brain injury to strive who they want to be." Stated Londina.

The online program will begin at 10 a.m. on Saturday, September 18, and will feature honorees, BIANYS leadership and information on March On sponsors. Anyone can participate by making a donation at <https://www.classy.org/give/338858/#!/donation/checkout>, taking video and/or pictures of their walks and posting them to social media using the #MarchOn2021 and #WhatsYourWalk tags. These posts will be part of the program on September 18 and will be shared by BIANYS.

For more on Londina's story please visit: <https://www.classy.org/event/march-on-for-brain-injury-hudson-valley/e338858>

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The Brain Injury Association of New York State (BIANYS) is a statewide non-profit membership organization that advocates on behalf of people with brain injuries and their families. BIANYS provides education, advocacy and community support services that lead to improved outcomes. Please visit bianys.org for more information.

