



FOR IMMEDIATE RELEASE:

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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 Long Island is the late Vinny Scheppa. Christine Scheppa, Vinny's mom, has accepted this position for Vinny who passed away in February of this year.

"Telling Vinny's story will allow me to raise awareness of traumatic brain injuries within our communities and share the challenges that brain injury survivors, their families and caregivers face," said Christine Scheppa. She continued, "It is with great passion that I advocate on Vinny's behalf and other brain injury survivors so that they can continue to heal, thrive, and live meaningful lives."

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/342741/#!/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 Vinny's story please visit: <https://www.classy.org/event/march-on-for-brain-injury-long-island/e342741>

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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.

