



SOME INFORMATION

What is Go Blue! for Brain Injury?

March is Brain Injury Awareness Month, a time to pause, reflect, and most importantly, stand together. At the Brain Injury Association of New York State, we recognize this month through our **Go Blue! for Brain Injury campaign**, a tradition that has grown into a powerful symbol of awareness, advocacy, and community.

Why Go Blue! for Brain Injury?

Go Blue! is about more than wearing a color. It is about showing up. It is about reminding brain injury survivors and their families that they are seen, heard, and supported. Through this campaign, we raise the funds that allow us to advocate for better policies, provide education, and strengthen the networks that sustain individuals long after the injury occurs.

Brain injury can be isolating. Recovery does not follow a straight line, and the road is often longer than expected. Go Blue! helps ensure that no one has to walk that road alone. Your support fuels programs that empower survivors, amplify their voices, and create spaces where families find understanding, guidance, and hope.

How do I participate?

Whether an individual or an organization, anyone can participate in Go Blue! efforts. Visit bianys.org for more information on Go Blue!, to register, or even to donate today!

About the Brain Injury Association of New York State

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

Questions?

Contact Allison Barna at 518-459-7911 or abarna@bianys.org.

Our goal is to raise \$20,000 for Go Blue! for Brain Injury. Will you help us hit it?

