



FOR RELEASE

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Brain Injury Awareness Month Begins in March

YPSILANTI, Mich., Feb. 25 — March is Brain Injury Awareness month in the United States. According to the Centers for Disease Control and Prevention (CDC), over 1.4 million Americans incur a traumatic brain injury (TBI) each year. Of that number, 50,000 people will die and over 200,000 will be hospitalized.

“Currently, the annual incidence of TBI is greater than multiple sclerosis, AIDS and breast cancer combined. Because of this, TBI has been dubbed the ‘silent epidemic.’ The general public has much greater knowledge of diseases like AIDS and breast cancer, but there is dearth of knowledge about brain injury,” said Dr. Heidi Reyst of Ypsilanti-based Rainbow Rehabilitation Centers Inc., a provider of comprehensive brain injury rehabilitation services. “Although the breadth of knowledge is increasing about this devastating injury, few people understand the often debilitating or lifelong consequences that come with brain injury.”

Each Monday throughout the month of March, Rainbow Rehabilitation Centers Inc. will post a new topic on its Web site about the impact brain injury has on survivors and their families. The topics will cover information ranging from cognitive and behavioral problems that often accompany a brain injury to survivor success stories. To learn more, log on to www.rainbowrehab.com.

About Rainbow Rehabilitation Centers Inc.

Rainbow Rehabilitation Centers Inc. headquartered in Ypsilanti, Michigan has been a provider of rehabilitation services for children, teens and adults with brain injuries since 1983. With more than 30 residential locations, two treatment centers, a NeuroRehab Campus and a vocational center, our organization offers services that span nearly every aspect of brain injury recovery and rehabilitation. Our residential settings include adult homes, child and adolescent homes, townhouses and semi-independent living apartments. Day treatment and outpatient services are also available.

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