DATE

Dear (Editor),

As you may know, March is Brain Injury Awareness Month. According to the Centers for Disease Control and Prevention (CDC), an estimated 1.7 million people sustain a traumatic brain injury (TBI) each year. Of those individuals, 52,000 die, 275,000 are hospitalized, and 1.4 million are treated and released from an emergency department.

Despite the staggering numbers, brain injury is called the *Silent Epidemic* because public recognition and understanding remains extremely low.  Consequently, the individuals who have sustained a brain injury are often times misdiagnosed, misunderstood, and under-funded.

This March, in recognition of Brain Injury Awareness Month, we are proud to take part in the United States Brain Injury Alliance campaign to unite with the millions of citizens living with brain injury and their families who are taking action to ensure their voices are heard.

[Insert a message from you that explains your connection to brain injury and why it is important to raise awareness]

We would welcome your support for this national effort. By sharing this news with your readers, you will play a major role in raising our collective voice about an epidemic that's been silent for too long.

I greatly appreciate your time and consideration, as this is a cause dear to my heart. Visit [www.usbia.org/events/awareness](http://www.usbia.org/events/awareness) to learn what else you can do to help the United States Brain Injury Alliance continue to improve lives through awareness, advocacy, support, research, and community engagement.