**CHALLENGE EVENT PRESS TEMPLATE**

**Local [man/woman/young person] from [town] is taking part in [name of challenge event] to raise money for Headway Essex**

[Insert photo of yourself preparing for your challenge]

[Add your name], from [add your location] is taking part in the [name of challenge] on [add date of challenge] to raise money for Headway Essex.

As a charity, our mission is to ensure that everyone in Essex living with an acquired brain injury can live a fulfilling life and that families and carers are better able to cope within their caring roles.

[Insert name] is aiming to complete the [name of challenge] in [insert time] and hopes to raise [£X or as much money as possible] for Headway Essex. [He/she] says: “I am really looking forward to the challenge and hope to raise much needed funds for Headway Essex, who do a fantastic job locally.”

Emma Plummer, Marketing and Communications Manager at Headway Essex said: “It’s down to the generosity of our fundraisers that we are able to continue to support those living with an acquired brain injury in Essex. A special thanks goes to [insert name], and we hope the challenge goes well!”

As a charity, Headway Essex is there to ensure that everyone in Essex living with an acquired brain injury can live a fulfilling life and that families and carers are better able to cope within their caring roles.

To sponsor [add name], visit their [Virgin Money or JustGiving] page online: [insert website URL]

**- Ends -**

**PHOTO NOTES:**

**Photo 1 (L-R):** [Insert name(s) of person in the above image] training for [name of challenge]

**NOTES TO EDITORS:**

**About Headway Essex**

Headway Essex provides support, rehabilitation and information to brain injury survivors, their families and carers, as well as to professionals in the health and legal fields throughout Essex.

***Key facts***

* Acquired brain injury (ABI)is an umbrella term for any injury to the brain sustained since birth, excluding neurodegenerative conditions.
* The most common forms of ABI are traumatic brain injury (TBI) and stroke. Other causes include brain tumour, meningitis, aneurysm, haemorrhage, encephalitis, anoxia, and other conditions.
* The brain controls everything we do and brain injury can affect every aspect of who we are. The physical, cognitive, emotional and behavioural effects of ABI can have devastating consequences for individuals and their families.
* There were 348,934 UK admissions to hospital with acquired brain injury in 2013-14. That is 566 admissions per 100,000 of the population. 9001 of these were in Essex.
* ABI admissions in Essex increased by 21% between 2005-6 and 2013-14.
* There were approximately 25 ABI admissions per day to Essex hospitals in 2013-14
* In 2013-14, there were 3858 admissions in Essex for head injury. That equates to 11 every day.
* In Essex, Men are 1.4 times more likely than women to be admitted for head injury. However, female head injury admissions have risen 25% since 2005-6.
* In 2013-14, there were 3521 admissions for stroke in Essex alone and equates to 10 every day.

**Media contact:**

Emma Plummer, Marketing & Communications Manager

Headway Essex

Direct line: 01206 547616

Email: emma.plummer@headwayessex.org.uk