**CHARITY OF THE YEAR PRESS TEMPLATE**

**[Insert company name] names Headway Essex as its Charity of the Year**

[Place image of company logo or team]

*Business aims to raise [insert amount] to help those living with acquired brain injury*

Headway Essex has been selected as [insert company name] Charity of the Year for [insert year] by its employees and it hopes to raise £X during the partnership.

The company, based in [insert location] which [insert summary of the company], has committed all of its annual fundraising efforts to help Headway Essex.

[Insert name and job title] at [insert company], said: “[insert suggested quote detailing reasons for supporting Headway Essex]”.

As a charity, Headway Essex’s 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.

Emma Plummer, Marketing and Communications Manager at Headway Essex said: “It’s down to the generosity of our supporters that we are able to continue to support those living with an acquired brain injury in Essex. A special thanks goes to [insert name of the company]; we look forward to helping them have as much fun as possible in raising funds for us.”

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.

**- Ends -**

**PHOTO NOTES:**

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

**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.

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