**POST FUNDRAISER EVENT PRESS TEMPLATE**

**Local [type of business/school] from [enter town] raises [£££] for Headway Essex**

[Place image of venue/event here] (Ideally with Headway Essex logo on display)

[Insert group/business/school name], from [insert location] held a [insert type of event] and raised [insert amount] for Headway Essex, which supports those living in Essex with an acquired brain injury so that they can live a fulfilling life and that families and carers are better able to cope within their caring roles.

With support from [locals/friends/family/customers], the fundraiser, which took place on [insert date] featured [insert example activities/agenda].

[Insert group/business/school name] said: “We are delighted to have held a fantastic fundraising event for Headway Essex. Those in attendance had a tremendous amount of fun while raising awareness for such a worthy cause”.

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 group/business/school name]; we look forward to helping them have as much fun as possible in raising funds for us.”

**- 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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