

PRESS RELEASE

For immediate release

Launch of the “Brain Puzzle Challenge” fundraising campaign: The Marie-Robert NeuroTrauma Foundation names Élianne Parent as its spokesperson

Montreal, October 5, 2010 – The Marie-Robert NeuroTrauma Foundation, which seeks to advance medical knowledge about traumatic brain injuries and raise public awareness about this dramatic reality, is honoured to announce that Élianne Parent will be its spokesperson for the “Brain Puzzle Challenge” fundraising campaign, set to launch this October 18. All money raised will fund research into traumatic brain injuries in order to improve quality of life for victims and their families.

Élianne Parent suffered severe head trauma following a road accident in 2007. Since that day, she has been fighting an ongoing battle to regain a normal life. When she initially arrived at the hospital, doctors held little hope for her survival. Miraculously, she survived, but with severe after-effects. With research and rehabilitation however, Élianne has recovered many of her faculties and skills. Élianne explains why she got involved with the Foundation: “I am the perfect example of what research can do for victims of traumatic brain injuries. Thanks to the experimental treatments developed at the Université Laval in Quebec City, I was able to slowly, but surely regain my life. And I was also able to accept the Foundation’s offer to be its spokesperson.”

“We chose Élianne Parent for her infectious optimism and for the hope that she radiates. She is the ideal person to promote the Brain Puzzle Challenge,” adds Marie Robert, LL.B., Founding President and CEO of the Foundation. “Her story is extremely touching, and she is a source of inspiration for us, as well as for those who have suffered severe head trauma.”

This public fundraising campaign gets underway with the launch of the BrainPuzzleChallenge.ca website. This site will encourage the general public to send “virtual brain cells” to loved ones via a fun e-card — and make a donation for research too. Visitors can browse different regions of the brain, which are represented alongside the faculties or functions that can be lost or damaged following a traumatic brain injury. They can then choose to purchase brain cells to boost memory, for example, and send them to a loved one who is known for misplacing their keys! This website will also play an educational role by helping visitors learn more about the brain, as well as the causes and consequences of traumatic brain injury.

All money raised will be used exclusively to fund head trauma research and to discover new information about what happens in the critical first 15 days following head trauma — when a victim’s future is really determined. Research is the only way to supplement what little science already knows about this decisive neurological period.



About Élianne Parent

After her accident, Élianne had to say goodbye to her memories, her studies in bioecology, competing in mountain biking competitions and travelling. Although she has known much grief, Élianne continues to choose life. Every day, she strives to live as normal a life as possible and to build new memories. Élianne doesn't believe in "irreparable", neither for herself nor for other victims. Research offers hope for a future with a better quality of life — and that's why Élianne is so committed to this cause.

About the Marie-Robert NeuroTrauma Foundation

The Marie-Robert NeuroTrauma Foundation pursues an important goal: to advance what we know about traumatic brain injuries and to raise the public's awareness about this too frequent and tragic reality. To this end, the Foundation focuses its efforts on raising and distributing funds to support medical advancements in the treatment of brain injuries. Specifically, it targets the discovery of new treatments for the first days following the accident. To learn more about the Foundation, consult the attached profile or read more online at www.fondationneurotrauma.ca.

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