

## PRESS RELEASE

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### ***Gregory Charles captivates one and all at an evening benefit show organized by the Marie-Robert NeuroTrauma Foundation to support head trauma research***

**Montreal, December 9, 2010** – This past November 15, some 330 guests gathered in the ballroom of the Centre Sheraton Montreal for an evening benefit show starring our very own “music man”, Gregory Charles. Organized by the Marie-Robert NeuroTrauma Foundation, this event successfully raised \$65,000 to help advance research into traumatic brain injuries.

The evening opened with speeches from the honorary patrons, Mr. Pierre Gabriel Côté, President and CEO of Fibrek, and Mr. Pierre Lavoie, Founder of the Grand Défi Pierre Lavoie. Both took a tactful approach in educating guests about the Foundation’s mission: to support the discovery of new medical treatments for the first few days following a traumatic brain injury, when the victim’s future quality of life is truly determined.

To this end, Michel Massicotte, LL.B., loyal founding member and master of ceremonies for the evening, invited everyone to visit [BrainPuzzleChallenge.ca](http://BrainPuzzleChallenge.ca) and light-heartedly share “virtual brain cells”. Visitors to the site can make a donation in support of research, all the while learning more about the brain cells that regulate our behaviors and vital functions. After all, the brain controls everything. **The brain is the person!**

Traumatic brain injuries can damage or destroy crucial brain cells that help us reason, react, move, touch, taste, listen, understand, speak, see, recognize and feel, as well as help orient our bodies, keep balance, coordinate movement and make memories... By sharing virtual brain cells with loved ones, you’ll be helping “researcher-finders” solve the puzzles of the brain. You’ll also be helping victims — both big and small — find the missing or lost pieces of their lives.

On a final note, Gregory Charles gave an intimate, yet rousing performance that kept us entertained with a string of musical hits from years gone by — as requested by our charming guests. All in all, this evening left us all with fond new memories, which is also the function most often impacted by head trauma.

#### **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](http://www.fondationneurotrauma.ca).

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