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Date: November 21, 2011  
To: Local Media  
From: Lori DiPietro, Health Educator  
Phone: 860-721-2824

Please publish the attached press release as soon as possible. If you have any questions, you may call me at the above number. Thank you.

**FOR IMMEDIATE RELEASE:**

Health District Selling Bicycle Helmets

With the holidays just around the corner, a great gift idea for the active child or adult in your life is a helmet. The Central Connecticut Health District has been selling low cost bicycle helmets to residents since 1997. Currently, the Health District is offering bicycle helmets for sale.

As with any athletic activity, safety should always be of primary concern. According to the Centers for Disease Control and Prevention, 1.7 million Americans sustain a traumatic brain injury, resulting in 52,000 deaths, 275,000 hospitalizations, and 1.365 million people receiving treatment in emergency departments every year. Traumatic brain injuries (TBI) account for TBI a third (30.5%) of all injury-related deaths in the United States. Many of these injuries can be prevented or minimized with the use of properly-fitted helmets.

The helmets come in a variety of colors for children and adults, ranging from toddler sizes to adult XL. The cost for the helmets is \$10.

The bicycle helmets are available for purchase at the main office of the Central Connecticut Health District at 505 Silas Deane Highway in Wethersfield. For further information, contact the Health District at 860-721-2822.