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Brain Care Centre

Press Release

#Luvurbrain Campaign

Jasper In January has a new partner with Brain Care Centre

Edmonton, AB January 2, 2014: The Brain Care Centre advocates for the use of helmets for downhill skiing and snowboarding. The recent news of professional race car driver Michael Schumacher's head injury while skiing in France and the movie The Crash Reel highlighting the story of once Olympic hopeful Kevin Pearce's life changing injury have once again underscored this position. Brain Care Centre, a leader in brain injury education and support services has partnered with Marmot Basin to bring awareness and prevention education to skiers, snowboarders and staff during Jasper In January 2014! Excited to partner with an internationally renowned destination like Marmot Basin, Brain Care Centre will bring the augural **#Luvurbrain** campaign to Marmot Basin the weekends of January 25 and February 1, 2014. Brain Care Centre staff will provide helmet fitting clinics as well as concussion prevention and management education to staff and patrons of Marmot Basin. We will launch a social media contest with prizes for participants who strut their stuff by posting pics of themselves in their helmets on top of Marmot throughout Jasper In January. Winners will be selected from the contestants who properly use the hashtag **#Luvurbrain @BrainCareCentre @MarmotBasin**

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For Release Immediately