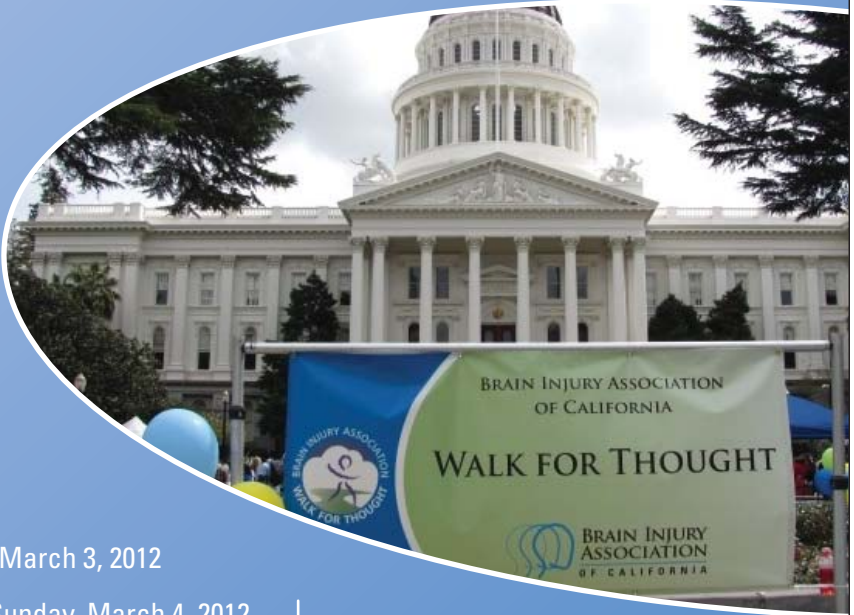


BRAIN INJURY ASSOCIATION OF CALIFORNIA



5TH ANNUAL WALK FOR THOUGHT



Fresno • Sat., March 3, 2012

Northridge • Sunday, March 4, 2012

Bakersfield • Sat., March 10, 2012

Fullerton • Sat., March 17, 2012

San Diego • Sat., March 24, 2012

San Francisco • Sat., March 24, 2012

Sacramento • Sun., March 25, 2012

San Jose • Sat., March 31, 2012

Oxnard • Sun., April 1, 2012

Rancho Cucamonga • Sat., April 14, 2012

THE NUMBERS TELL THE STORY:

An estimated 1.7 million traumatic brain injury deaths, emergency department visits, and hospitalizations occur annually in the United States. When you add in the number of acquired and undiagnosed injuries, the numbers increase substantially.

The Centers For Disease Control and Prevention (CDC) further estimate the financial tally of direct medical costs, combined with indirect costs such as lost productivity, add up to almost \$60 billion.

But the real story, the one embedded in the lives of brain injury survivors, their families, friends, and caregivers, goes far beyond the numbers and statistics. The personal impact of brain injury can be devastating. It can create despair for individuals, upheaval in families, and a need for long-term or even life-long assistance to carry out the most basic activities of daily living. It is at this juncture of complex medical condition, serious public health problem and human need that the work of the Brain Injury Association of California (BIACAL) begins and continues.



BRAIN INJURY ASSOCIATION OF CALIFORNIA

As a chartered state affiliate of the Brain Injury Association of America (BIAA), the Brain Injury Association of California (BIACAL) promotes awareness of brain injury on a state, regional, and local level and provides:

- Information and resources
- Education through annual conferences and targeted presentations
- Prevention and awareness campaigns
- Progressive public policy, community and legislative advocacy

In all these endeavors, BIACAL receives no federal, state, or other municipal funding. The organization

relies solely on donations, membership dues, sponsorships, and proceeds from fund-raising activities to carry out its extensive programs and services.

In January, 2012, BIACAL will introduce our signature legislation, SB 253, the Acquired Brain Injury Flexible Treatment Act. We encourage all individuals touched by brain injury to support this legislation by writing support letters, visiting your Senators and Assemblymembers and urging them to vote in support of this bill. If passed, this bill will provide that health care service plan contracts and health insurance policies may not deny coverage for medically necessary treatment of acquired brain injuries at any of the various types of facilities that are properly licensed and accredited as specified in the Bill.

WALK FOR THOUGHT

A Statewide and Community Awareness Campaign

BIACAL has teamed up with a variety of nonprofit organizations to host the **5th Annual Statewide Walk For Thought** in cities throughout California during the months of March and April, 2012.

The **Walk For Thought** is BIACAL's largest awareness and fundraising campaign and we encourage all registrants to actively raise funds to help support the ongoing efforts of BIACAL and the nonprofit host organizations so they may continue to provide programs and services in their respective communities.



If every participant will accept the challenge to raise a minimum of \$100, we will far exceed our statewide goal of \$300,000.

Please join us at a walk site near you. Register online today and create your individual and/or team fundraising page. You can make a difference by encouraging others to do the same. Register Early – all fees will be increased by \$5 effective two weeks prior to the walk date. Walk-up registrations are welcome at the increased fee. *(T-shirts cannot be guaranteed if registered less than two weeks prior to the walk).*

Watch the website for updates on each of the walk sites. The walks will be held rain or shine. However, in the event of torrential rain or other severe weather, be sure to check the website for the latest information.

1 REGISTER TODAY!

Register for the **Walk For Thought** online at www.biacal.org and click on the Walk For Thought graphic to get started. For those who prefer to utilize the registration form in this brochure, please complete, sign, and mail back to the BIACAL office at: 1800 30th St., Suite 250 Bakersfield, CA 93301

2 FORM A WALK TEAM

Family and Corporate walk teams drive the success of the **Walk For Thought**. A Walk Team can include family members, co-workers, students, community organizations, or anyone who wants to join the effort to raise funds to support the Brain Injury Association of California and the local nonprofit organizations.

3 RAISE FUNDS

After you register for the Walk, you can either set up your own fund-raising page from the website to solicit donations via e-mail, or you can download fundraising materials from the website that will help you to raise money as a team participant or individual walker.

4 LET THE WALK BEGIN!

Join the excitement as you participate in California's 5th Annual Statewide **Walk For Thought**.

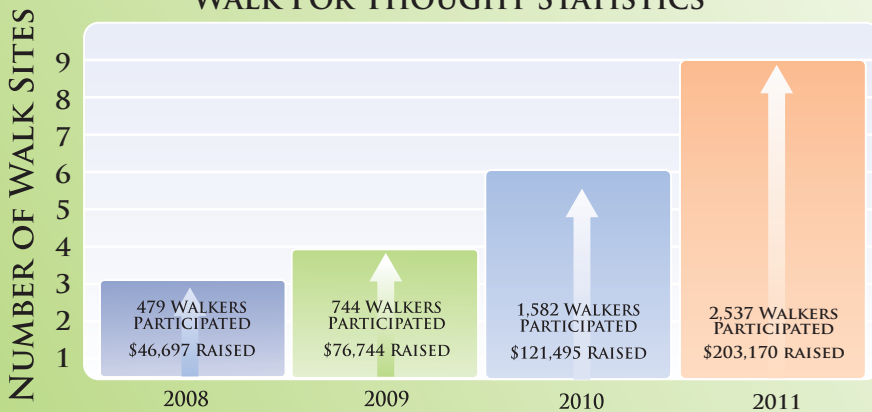
For more information, please contact the individual site coordinators or the BIACAL office at (661) 872-4903.



2012 WALK FOR THOUGHT PARTICIPATING CITIES



BIACAL 2008-2011 WALK FOR THOUGHT STATISTICS



FRESNO

Saturday, March 5, 2012

Woodward Park -

Mountain View Shelter

7775 N Friant Rd. • Fresno, CA

REGISTRATION STARTS 9:00 a.m.

WALK TIME Start - 10:00 a.m.

EndTime - 1:00 p.m.

Distance - 2.2 Miles (3.5K).

OTHER INFORMATION

Music, food and raffle. Exhibitors will provide information and local resources.

Only service dogs are allowed

HOST ORGANIZATION

Pediatric Brain Injury Foundation

Mission is to provide knowledge and support to families and caregivers of children with brain injury and advocate for those children.

The primary focus is to educate parents and caregivers about brain injury and provide referral support to connect them with available services.

SITE COORDINATOR Kimberly Masse (559) 303-5750

NORTHRIDGE

Sunday, March 4, 2012

California State University Northridge • 18111 Nordhoff St., Northridge

REGISTRATION STARTS 10:00 a.m.

WALK TIME 11:00 a.m. • EndTime 3:00 p.m.

Distance - 3 miles (shorter distance options)

OTHER INFORMATION Music, food, and raffle prizes. Exhibitors will provide information and resources. No dogs allowed.

HOST ORGANIZATION

Brain Injury Association of California:

BIACAL is a chartered state affiliate of the Brain Injury Association of America. We provide Information & Resources to individuals across the state, promote research and prevention, and provide education through conferences and speaking engagements. In addition, we provide legislative advocacy for all Californian's.

A portion of the proceeds will be allocated to improve services for persons living in Kern County.

SITE COORDINATORS

Ursula Pesta (661) 872-4903

Elaine Solan (661) 201-9782





BAKERSFIELD

Saturday, March 10, 2012 • Pioneer Village
3801 Chester Avenue • Bakersfield, CA
REGISTRATION STARTS 10:00 a.m.

WALK TIME: Start - 11:00 a.m.

EndTime - 3:00 p.m. • Distance: 1 mile

OTHER INFORMATION

Music, entertainment, games, and helmet giveaway for youthwalk registrants. Exhibitors will provide information and local resources.

No dogs allowed.

HOST ORGANIZATION

Brain Injury Association of California:

BIACAL is a chartered state affiliate of the Brain Injury Association of America. We provide Information & Resources to individuals across the state, promote research and prevention, and provide education through conferences and speaking engagements. In addition, we provide legislative advocacy for all Californian's. A portion of the proceeds will be allocated to improve services for persons living in Kern County.

SITE COORDINATORS

Ursula Pesta (661) 872-4903

Elaine Solan (661) 201-9782

FULLERTON

Saturday, March 17, 2012

Craig Regional Park • 3300 North State College Boulevard • Fullerton, Ca

REGISTRATION STARTS 10:00 a.m.

WALK TIME Start -11:00 a.m. • EndTime - 3:00 p.m.

1 mile (Small hills are involved)

OTHER INFORMATION

Raffle and exhibitors will provide information and local resources.

Dogs are allowed, must be on leash.

HOST ORGANIZATION

California Athletic Trainers' Association

Athletic trainers are health care professionals who specialize in the provision of physical medicine and rehabilitation services, serving as physician extenders in the prevention, assessment and treatment of acute and chronic injuries and illnesses. The California Athletic Trainers' Association (CATA) strives to improve the quality of health care for athletes, patients and clients and enhance the profession of Athletic Training, through leadership, education, and cooperative efforts with other organizations and allied health professions.

SITE COORDINATORS

Lauren Forsyth (707) 349-5199



SAN DIEGO

Saturday, March 24, 2012
Mission Bay Park – De Anza Cove • 2727
Mission Bay Drive, San Diego, CA
REGISTRATION STARTS 8:00 a.m.

WALK TIME 9:15 a.m.

EndTime - 12:00 p.m.

Distance - 1.5 miles each direction.

OTHER INFORMATION

Warm-up session, music and raffle.
Exhibitors will provide information and local resources. No dogs or balloons allowed.

HOST ORGANIZATION

San Diego Brain Injury Foundation & Freedom

HouseFreedom House was born by two mothers who

have children with TBI. They formed a nonprofit organization to provide a home for survivors of brain injury who desire to live independently. The goal is to help survivors enjoy the life they were born to live by creating a community where they feel safe and secure.

San Diego Brain Injury Foundation has been serving individuals with brain injuries and their families since 1983. The mission of the Foundation is to improve the quality of life for persons with brain injury and offers information and referrals, quarterly newsletters, outreach to local hospitals and a variety of support groups.

SITE COORDINATORS

Donna Lewis (619) 507-9493

Stephanie Bidegain 619-887-5494

SAN FRANCISCO

Saturday, March 24, 2012

Meet at Sunset parking lot at the corner of Sunset Blvd. & Lake Merced Blvd.

REGISTRATION STARTS 9:00 a.m.

WALK TIME Start -10:00 a.m. • EndTime - 2:00 p.m. Distance - 3 miles
(shorter distance options)

OTHER INFORMATION

Music, food, raffle prizes. Exhibitors will provide information and local resources. Dogs are allowed, must be on leash.

HOST ORGANIZATION

Brain Injury Association of California is a chartered state affiliate of the Brain Injury Association of America. We provide information & resources to individuals across the state, promote research and prevention, and provide education through conferences and speaking engagements. In addition, we provide legislative advocacy for all Californians. A portion of the proceeds will be allocated to education and prevention programs in Kern County.

SITE COORDINATOR

Ursula Pesta (661) 872-4903

Elaine Solan (661) 873-6524





SACRAMENTO

Sunday, March 25, 2012
State Capitol – West Steps • 10th
Avenue and Capitol Mall,
Sacramento, CA

REGISTRATION STARTS 8:30 a.m.
WALK TIME 10:00 a.m. • End Time 1:00
p.m. • Distance 1-3 miles.

Walkers can walk between 1 and 3 laps
around the Capitol.

OTHER INFORMATION Music, local speakers,
and legislative speakers.

Dogs are allowed but must be on leash at all times.

HOST ORGANIZATION

Head Trauma Support Project *has been working for more
than 30 years in Sacramento to provide education, information, and
support to survivors of brain injury, their families/caregivers, and professionals.
Services include support groups, educational events, information and referrals.*

Easter Seals Help To Recovery Program *is a rehabilitation program for adults who
have sustained a brain injury, and works to increase function and independence.*

SITE COORDINATORS

Brenda Collins (916) 567-1244
Lynda Eaton (916) 536-2442

SAN JOSE

Saturday, March 31, 2012

Almaden Lake Park - Arroyo Picnic Area • 6099 Winfield Blvd. • San Jose, CA

REGISTRATION STARTS 9:00 a.m.

WALK TIME Start - 10:00 a.m. End Time - 2:00 p.m. • Distance - 1 Mile

OTHER INFORMATION

Music and food. Exhibitors will provide information and local resources.

HOST ORGANIZATION

**The Rehabilitation Research Center (RRC) at Santa Clara
Valley Medical Center (SCVMC)** *conducts research to
better understand and improve outcomes after TBI.*

**City of San Jose Head Injury Recreation and
Leisure Network (HIRLN)** *is a social group for
people who have had head injuries or strokes.*

Services for Brain Injury (SBI) *provides
education, advocacy and support to enable
survivors to regain skills to maximize
independence and return to work.*

SITE COORDINATORS

Stephanie Kolakowsky-Hayner (408)
793-6446 • Jerry Wright (408) 793-6430



OXNARD



Sunday, April 1, 2012
Oxnard High School
3400 West Gonzales Rd. • Oxnard, CA

REGISTRATION STARTS 1:00 p.m.

WALK TIME Start - 1:30 p.m.

End Time - 3:00 p.m.

Distance - Track is 1/4 mile. Walkers can determine their own distance.

OTHER INFORMATION

Fun for the whole family: music, entertainment, games, and refreshments. Exhibitors will provide information and local resources. Handicap accessible. Only service dogs are allowed.

HOST ORGANIZATION

Brain Injury Center of Ventura County

The Brain Injury Center of Ventura County is dedicated to helping brain injury survivors and their loved ones living in Ventura County. They provide education, information, referral support, advocacy, outreach and support. Programs include support groups, social opportunities, informational workshops, in-service trainings and a semi-annual county-wide conference.

SITE COORDINATORS Joan Moore (805) 482-1312

RANCHO CUCAMONGA

Saturday, April 14, 2012

Red Hill Community Park

7484 Vineyard Avenue,

Rancho Cucamonga, CA

REGISTRATION STARTS: 9:15 a.m.

WALK TIME: Start - 10:00 a.m.

End Time - 12:30 p.m.

Distance - 3 to 5 miles

OTHER INFORMATION

Music and lunchwagon. Exhibitors will provide information and local resources.

Dogs are allowed, must be on leash.

HOST ORGANIZATION

Miracle for Jade Fight for Life Foundation

The jade foundation's goal is to provide growth, prosperity, and success through education, awareness, activities, and fund raising for Children with disabilities.

SITE COORDINATORS

Jayne Mendez (909) 275-8662





WALK FOR THOUGHT 2012 HOST ORGANIZATIONS AND SPONSORS



Parks, Recreation and
Neighborhood Services



HTSP
Head Trauma Support Project



A member of CHW



Sponsorship Opportunities

\$10,000

Elite Sponsor

\$3,000

Platinum Sponsor

\$1,500

Gold Sponsor

\$1,000


Silver Sponsor

\$500

Bronze Sponsor

In-Kind Sponsor/Raffle

For more information, visit our website at www.biocal.org



WALK FOR THOUGHT · 2012 REGISTRATION

Register online at www.biacal.org or fill out and return the registration sheet below to BIACAL at: 1800 30th Street, Suite 250 • Bakersfield, CA 93301

Title (Circle one) Mr. Mrs. Miss Ms. Dr.

Name _____

Address _____

City _____ State _____ Zip _____

Phone No.(s) _____

E-Mail _____ Walk City _____

REGISTRATION FEE:

- Adults - \$25 (Includes T-Shirt)
- Person with a brain injury - \$15 (Includes T-Shirt and One-Year BIACAL Membership)
- Students K-12 - \$15 (Includes T-shirt)
- Infants to 4 yrs. - FREE (T-Shirt not included)

***Register Today – all fees will be increased by \$5 effective two weeks prior to the walk date.** Walk-up registrations are welcome at the increased fee. (T-shirts cannot be guaranteed if registered less than two weeks prior to the walk). Each walker must complete a separate registration form and sign the Waiver at the bottom of the page.

Please Indicate:

- I am walking as an individual I am walking on a Team

Team Name _____

- I am the Team Captain YES NO

- Walk T-Shirt Size (please circle)

- Adult SM M L XL XXL Child S M L

I am walking:

- In honor of _____

- In memory of _____

- In support of BIACAL

- I am unable to walk, but please accept my tax-deductible donation for

\$ _____

- Check enclosed \$ _____

- Charge my Visa or MasterCard _____

Credit Card Number

Exp Date

Sec. Code

Signature _____

Waiver: I hereby waive all claims against the BIACAL walk site hosts and sponsors, or personnel, and volunteers for any injury that I may suffer from my participation in this event. I grant full permission for organizers to use photographs, videotapes, recordings, or any other record of this event in which I may appear for any legitimate reason.

Signature (Parent / Legal Guardian if participant is under 18)



1800 30th Street, Suite 250
Bakersfield, CA 93301



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