



Central Office: 505 Silas Deane Highway, Wethersfield, CT 06109 Phone (860) 721-2822 Fax (860) 721-2823
Berlin: 240 Kensington Road, Berlin, CT 06037 Phone (860) 828-7017 Fax (860) 828-9248
Newington: 131 Cedar Street, Newington, CT 06111 Phone (860) 665-8586 Fax (860) 665-8533
Rocky Hill: 761 Old Main Street, Rocky Hill, CT 06067 Phone (860) 258-2770 Fax (860) 258-2767

www.ccthd.org

DATE: June 7, 2010
TO: Local Media
FROM: Linda DeJohn Bantell, MPH, Health Educator

Please publish the attached press release as soon as possible. If you have any questions you may call me at 721-2824. Thank you.

FOR IMMEDIATE RELEASE:

Low-Cost Bicycle Helmets for Sale at the Health District

With the summer vacation 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. All bicycle helmets are Snell and ANSI certified. They are available in a variety of colors in child and adult sizes.

As with any athletic activity, safety should always be of primary concern. Every year, 1.4 million Americans sustain a traumatic brain injury, resulting in 50,000 deaths, 235,000 hospitalizations, and 1.1 million people receiving treatment in emergency departments, according to the Centers for Disease Control. Approximately 83,000 people suffer brain injuries each year while engaging in sports. Many of these injuries can be prevented or minimized with the use of properly-fitted helmets.

Bicycle helmets may be purchased for \$10 at the main office of the Central Connecticut Health District, 505 Silas Deane Highway in Wethersfield. Residents may arrange to pick up helmets at the satellite offices in Berlin, Newington, and Rocky Hill as well. For further information, contact the Health District at 860-721-2822.