

114 South Union Street
Rochester, NY 14607
(585) 271-8640
Fax (585) 271-8688

www.hickokcenter.org



To provide a safe, supportive environment that encourages
brain injury survivors to design and direct their own life's journey.

165 East Union Street, Ste 206
Newark, NY 14513
(315) 331-6150
Fax (315) 331-6151

hickokcenter@hickokcenter.org



PRESS RELEASE

FOR IMMEDIATE RELEASE

Media Contact: Gabrielle Hewson
Dir. of Marketing & Development
585-271-8640 x 207

SAVE-THE-DATE FOR HICKOK CENTER'S EIGHTH ANNUAL AUCTION GALA

ROCHESTER, NY, August 31, 2009 – Be sure to save the date for **The Hickok Center for Brain Injury's 8th Annual Auction Gala**, to be held **Saturday, November 14, 2009, from 6-10 p.m. at beautiful Carey Lake**, just 15 minutes outside of Rochester. This year's event will be co-emceed by **News10NBC's Thalia Hayden** and **Social Media Strategist Mike Johansson**, with **Special Guest Speaker, Jeff Bazarian, M.D., M.P.H.**, Associate Professor of Emergency Medicine, Neurology and Neurosurgery at the University of Rochester. The theme for this green ribbon event is ***"Raising Spirits, Creating Possibilities"***. Proceeds from the evening help support activity programs run by and for the members of the Hickok Center to help them regain independence and reintegrate into our communities. These much-needed funds give us the flexibility and resources to provide creative, individualized, and therapeutic services to our members as they strive to rebuild their lives after their injuries, including van transportation and vocation services providing support and advocating for both our member jobseekers and their potential employers to ensure sustained employment and long-term success. Great networking and sponsor/donor promotional opportunities are available. All attendees will enjoy savory hors d'oeuvres, decadent desserts, cocktails, both live and silent auctions, a variety of extra-ordinary raffles, live music and more! Invitations will go out in September. If you or your company would like to receive an invitation, or for more information about sponsoring or donating to this extraordinary event, please contact Gabrielle at (585) 271-8640 x 207, ghewson@hickokcenter.org; or visit www.hickokcenter.org.

Brain injury can occur anywhere at anytime due to stroke or aneurism, seizure, illness, motor vehicle accident, or any other number of traumas to the brain, such as an otherwise common fall while learning a new recreational sport, or accidents while at work or play. Brain injury survivors often describe the time during and after the injury as "life interrupted"; after which they must regain lost skills that the rest of us take for granted, such as writing or typing, conversing with friends, folding laundry, and shopping for groceries.

The Hickok Center for Brain Injury, celebrating 20 years of community service, has centers in Rochester and Newark. We are member-driven – members set their own goals, design their own programs and utilize the agency's staff in ways that are consistent with their own priorities toward independence and self-sufficiency. Hickok Center is where people with brain injuries can go to redevelop the skills they have lost, within the safety and support of people with similar experiences and professionals who understand their struggle. For more information, please visit www.hickokcenter.org.

###