

114 South Union Street
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www.hickokcenter.org



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

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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HICKOK CENTER HOSTS ITS EIGHTH ANNUAL AUCTION GALA

ROCHESTER, NY, October 14, 2009 – **The Hickok Center for Brain Injury – Celebrating 20 Years of Community Service** – will host its **8th Annual Auction Gala, Saturday, November 14, 2009, from 6-10 p.m. at beautiful Carey Lake**, 959 Penfield Rd., 14501, just 15 minutes outside of Rochester. This year's event will be co-emceed by **News 10 NBC'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 Hickok's Rochester and Newark Centers 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. Enjoy savory hors d'oeuvres, decadent desserts generously donated by area restaurants and bakeries, both live and silent auctions, raffles, cocktails, live music and more! Tickets may be purchased online at <http://www.hickokcenter.org/the-hickok-store.html>; \$45 per person; \$315 per table (seats 8) or by calling (585) 271-8640 x 202. Early Reservations Recommended.

This annual event receives strong business and community support with generous sponsorships and donations. Some of the **Top Sponsors for this event include** Verizon Wireless, Paychex, Roberts Wesleyan College, Next Generation Communications, LLC and others. Some of the **Top Donors to our live and silent auctions include** Tantalo Photography; Verizon Wireless; Kaeser & Blair Inc.; Sentry Group, Inc.; Hanging Around Frame & Art; North American Breweries, Inc.; Culley, Marks, Tanebaum & Pezzulo LLP; City Blue Imaging Services; Jembetat African Art Gallery. Other companies represented this year include: Cornell's Jewelers; Wegmans LPGA; the Buffalo Bills; the Buffalo Sabres, Darien Lake Theme Park; Garth Fagan Dance; Park Avenue Salon and Day Spa; the Rochester Americans, the Rochester Knighthawks, Kurt Weiss Greenhouses, Inc. and many, many, more!

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

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take for granted, such as writing or typing, conversing with friends, folding laundry, and shopping for groceries.

The Hickok Center for Brain Injury is 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.

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