

## **Shred 4 A Cause donates funds raised from their cross country trek to the Brain Injury Association of Waterloo-Wellington**

Why walk, when you can Shred! Mike Harris, 28 and Jeff Abbott, 24 from Waterloo departed from Vancouver, BC on May 1, 2012 to begin their trek across Canada on their long boards to raise awareness of brain injury. The purpose of the tour was to acknowledge the importance of using head gear while participating in any sporting activities with emphasis on long boarding and skate boarding. Both Jeff and Mike have suffered 4 concussions through their activities in sports and both of them have experienced falls severe enough to break the helmet they were wearing. It's because of these experiences that they decided to make a difference. Too many youth today think it is "Cool" not to wear a helmet and we see this every day on the streets, in the parks and on our slopes. Their message was simple this summer, "It is Cool to wear a Helmet"! Had they not learned the importance of wearing a helmet who knows whether they would have had the opportunity to reach their dream and long board across beautiful Canada? Their hope was to decrease and prevent the incidence of future brain injuries caused by sporting activities. Jeff and Mike spent 1 hour at a time long boarding while the other drove the support vehicle. The duo spent 8-10 hours a day on their board and after 7,761 km and 109 days they arrived in St. John's NL. Part of their trek was also to raise funds for Brain injury Associations across Canada.

On September 27, 2012 the Brain Injury Association of Waterloo-Wellington (BIAWW) had the honour of hearing Jeff and Mike speak at the Hawaiian Mix & Mingle about their journey across Canada. Patti Lehman, the Executive Director of BIAWW accepted a cheque from Jeff and Mike for \$100,000 for the funds they raised for the Brain Injury Association of Waterloo-Wellington. The BIAWW appreciates the time that Jeff and Mike spent in promoting the awareness that it is "Cool to Wear a Helmet" and the funds will be used towards the programs that BIAWW provides to our community.

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