

Press Release

Contact: Michelle Witt
Phone: (540) 383-5943

FOR IMMEDIATE RELEASE
March 21, 2007

VALLEY GETS BRAIN INJURY SERVICES

HARRISONBURG, VA, MARCH 21, 2007: Good news for survivors of brain injury! Crossroads to Brain Injury Recovery, Inc. has opened for business in the Shenandoah Valley. Crossroads is a non-profit organization providing case management services to individuals affected by brain injury.

Crossroads is the result of years of grassroots advocacy and mobilization led by Pat Wilkins and the Greater Shenandoah Valley Brain Injury Support Group. Wilkins founded the Support Group in April 2003 -- 13 years after her son, Curry, was injured in an automobile accident. Curry incurred severe traumatic brain injuries, as well as physical injuries.

From 1990 - 2003 the challenges were overwhelming for Curry and his family. Wilkins' experience and the experiences of other

individuals and caregivers in the community made it evident that specialized services were desperately needed in this area.

In Spring 2006, Crossroads to Brain Injury Recovery, a separate, private 501(c) 3 charitable organization, was incorporated to provide case management services in the Valley. In November 2006, Crossroads received the first installment of an appropriation of state general funds to implement the program. The funding is administered by the Virginia Department of Rehabilitative Services.

"I'm excited that survivors and caregivers have an immediate resource once they return to the community, and that's what we've needed," said Wilkins. "As a caregiver, the problems and concerns that survivors are challenged with each day are all too familiar. Having these services is a real opportunity for survivors to be able to start their road to independence immediately."

Crossroads' program is modeled after other successful programs in the Commonwealth - Brain Injury Services, Inc. in Springfield and Brain Injury Services of Southwest Virginia in Roanoke.

Michelle Witt, Director of Crossroads, said, "Case management is a comprehensive approach to brain injury recovery that addresses all aspects of a survivor's life. Recovery doesn't end when an individual is released from the hospital - and our goal is to help survivors get back to their lives once they come home."

In early 2007, Crossroads was accepted as an affiliate member of James Madison University's Institute for Innovation in Health and Human Services (IIHHS) and moved into its new offices in Blue Ridge Hall on the university's campus.

The mission of the Institute for Innovation in Health and Human Services (IIHHS) is to foster a culture that values cross-disciplinary interaction, communication and collaboration to enrich teaching, learning research, and service delivery in the area of health and human services. IIHHS strives to build university-community partnerships that are responsive to the communities we represent and enhance the educational relevance of health and human service initiatives.

The Institute is a model for collaboration and economies of scale. Over 35 JMU and community organizations are members of the Institute - each having separate space but all contributing to the mission of collaboration, student experiential learning opportunities and research.

For more information about Crossroads and case management services, call 540-568-8923 or visit the organization's website at www.c2bir.org.

-End-