

Dear Parents:

Our school is proud to be participating in the annual Heads Up For Safety poster contest, sponsored by the Epilepsy Foundation of New Jersey. Heads Up For Safety is a public awareness campaign developed to reduce the incidence of traumatic brain injuries caused by accidental falls from bicycles, skateboards, in-line skates and scooters. As you know, every year many children have been permanently or fatally injured while participating in these activities.

Our goal is to encourage your children and their peers to wear safety helmets to reduce the number and severity of these injuries. Helmets reduce the risk of head injury by 85% and the incidence of brain damage by 90%. These are staggering statistics that demonstrate the value of properly worn helmets.

The Heads Up For Safety poster contest encourages students to use their creativity as a way to convey the importance of wearing a helmet. We know that children are our most valuable assets and they can be powerful advocates in delivering this important safety message. Five poster winners will be chosen by educators at the NJEA Teachers' Convention in Atlantic City in November. The winning students will be honored at an awards ceremony. Each winner will receive a \$50.00 gift certificate and a framed Certificate of Achievement. Parents, teachers and principals will also be invited to attend the ceremony.

Information regarding the Heads Up For Safety program and the causes of traumatic brain injury can be accessed at the website www.headsupforsafety.com. If you have any questions, you may contact the Heads Up For Safety outreach coordinator, Jenna Andolora, at 800.336.5843 or at HUF@efnj.com.

Sincerely,
Principal/Administrator