



BRAIN ANEURYSM
FOUNDATION

Raising Awareness. Ending Fear.™

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FOR IMMEDIATE RELEASE

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Brain Aneurysm Foundation hosts 15th annual Arterial Challenge 5K Run and 3K Walk at Fenway Park

Event raises money for research on early detection and better treatment of brain aneurysms, a disease that affects 30,000 annually

(Hanover, MA—April 14, 2016) An expected 1,000 people will gather at Fenway Park on Sunday, April 24, 2016 to participate in the **Brain Aneurysm Foundation's 15th annual Arterial Challenge**, a 5K Run and 3K Walk that raises money to fund research for a cure for brain aneurysms, which affect an estimated 30,000 people in the United States every year.

The Fenway Park event is the Foundation's largest Boston-area annual fundraiser and this year will include teams from four of Boston's biggest hospitals, Massachusetts General Hospital, Beth Israel Deaconess Hospital, Brigham and Women's Hospital, and Tufts New England Medical Center. All have programs to help those affected by and research programs for brain aneurysms, arteriovenous malformations (AVM), and cerebral vascular diseases.

Some details about the Foundation's event:

When: Registration opens at 8 a.m. on Sunday, April 24, 2016, and the 5K race begins at 9 a.m. and the 3K walk starts at 9:15 a.m.

Where: Registration will take place just inside Gate E at the corners of Brookline Avenue and Lansdowne Street.

What: The adult registration fee is \$35 on site and youth registration fee is \$15. (Also, people support the Foundation as "Virtual Walkers" by registering online and donating \$50 or more. They will also receive a T-Shirt.)

"This event is special for the Brain Aneurysm Foundation because we come together as a community and support each other, meet other brain aneurysm survivors and honor a loved one's memory," said Brain Aneurysm Foundation Executive Director Christine Buckley. "And we raise money needed to fund important research."

It is a busy time for the Foundation. On Thursday, April 21, 2016, Hingham-based Talbot's will host a night to benefit the Foundation at the company's store in the Derby Street Shoppes, 96 Derby St., Hingham, Mass., from 6 to 8 p.m.

And, the organization just launched a public awareness campaign featuring a PSA titled "Pleased to Meet You" that was created by the award-winning agency, HQ Creative. Link to the PSA Link: <https://www.youtube.com/user/brainaneurysmfound>

Join us for the 15th Annual Arterial Challenge to support brain aneurysm awareness at historic Fenway Park! Meet with other brain aneurysm survivors, remember and honor a loved one, support brain aneurysm awareness and research, and enjoy a wonderful day in Boston.

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ABOUT THE BRAIN ANEURYSM FOUNDATION

The Brain Aneurysm Foundation is the globally recognized leader in brain aneurysm awareness, education, support, advocacy and research funding. Now celebrating more than 20 years' of service, and led by Executive Director Christine Buckley, the Brain Aneurysm Foundation was established in 1994 in Boston, Massachusetts, with a mission to promote early detection of brain aneurysms by providing knowledge and raising awareness of the signs, symptoms and risk factors; work with the medical communities to provide support networks for patients and families; as well as to further research that will improve patient outcomes and save lives. **For more information about the Brain Aneurysm Foundation, visit www.bafound.org**