



AWARENESS FUNDRAISER

FOR TRAUMATIC BRAIN INJURY EDUCATION, AWARENESS AND RESEARCH

For immediate release:

TRAUMATIC BRAIN INJURY & CONCUSSION REALITY EXPOSED ON JUNE 14TH 2014

Every 10 minutes a brain injury is registered in Canada. Daniel J. Bax, Author/Coach and Justin W. McMakin, Creation Director/Vision Facilitator, are both brain injury victims who became “thrivers” through will-powered rehabilitation. They now want to Awaken Canada Together (ACT). **Daniel was paralysed in 2005 and now he will be announcing the beginning of his training to ride his bicycle across Canada from one capital city to the next. He will share his recovery story to inspire other victims to the possibility for recovery from a traumatic brain injury and paralysis. He will also demonstrate a physical workout that will wow the audience.**

Their goal is to have Canadians #ACTNOWTO become more educated, aware, and to support more research on the subject of brain injury prevention and *how successful rehabilitation can be possible*. **ACT will officially launch on June 14th, 2014 from 12 to 4pm at St. Michael's hospital.** It is a free public event but space is limited so registration is required at www.ACTNOW.to

Why is this topic so important? **Did you know that within the next hour six Canadians will suffer a brain injury? Plus, brain injury kills more children than any other causes combined.** Through awareness and education we can stop many accidents from happening and foster more recoveries through educated treatment. Let's Awaken Canada Together and save countless lives. This should be front page news on a weekly basis but it only seems to catch attention when a famous athlete gets a concussion. It's time to inspire a new level of awareness of this massive killer. Brain injuries have long-term side effects such as depression, paralysis, drug and alcohol dependency, and even suicidal tendencies.

“Daniel's story inspires me. His recovery proves my belief in the amazing healing possible through will power. His accident also reminds me of why I started the Injury Prevention Research Office. I started it because so many accidents could be avoided if people are made more aware.”

~ Dr. *Michael* Cusimano, Neurosurgeon.

St. Michael's hospital, in Toronto, houses one of the largest head injury clinics in Canada. It is a world leader in helping patients with the bio-psycho-social problems associated with traumatic brain injury. A neurosurgeon (Dr. Cusimano) and psychiatrist (Dr. Shree Bhalerao) have joined forces with ACT to increase public awareness regarding traumatic brain injury. Utilizing the inspirational recovery story of Daniel Bax, the St. Michael's team will join in supporting Daniel's 2015 ride across the country to each capital city. This same St. Michael's team is also creating a documentary called "A Dark Room", a film about the psychiatric effects of brain injury in hockey. The collaboration of St. Michael's Hospital and ACT will begin its 'Ride Toward Awareness' on June 14, 2014. Beginning with a public-forum on the effects of mental illness following head injury, Daniel Bax's personal journey of rehabilitation, and a private showing of the yet to be released trailer of "A Dark Room".

ACT became a reality when Justin chose to have it be his community project for his Self Expression and Leadership Program at Landmark. He was enrolled into the training when he started working with Daniel Bax last January to build their new spirit, mind and body rehabilitation and conditioning business; Endless



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Potential. When Justin realized how powerful Daniel's book "The Life of Your Choice" was to people who were faced by a traumatic injury it was obvious to him that if traumatic injury victims were given a copy of the book it could shift their entire outlook toward their situation. That shift in mindset is the key to their recovery. Dr. Cusimano and Dr. Bhalerao worked with Justin to brand and publish their Heads Up Conference in 2013, which sparked a mutually beneficial relationship. Now there is a huge opportunity for this powerful team to reach more Canadians with this life-saving education.

Daniel Bax had his life change forever when he was in a devastating motorcycle accident in 2005. He lost his two successful companies and connection to most friends and loved ones. The doctors told his family he would never walk, move his left side, eat solid food unassisted, speak or remember anything prior to the accident ever again. Since then he recovered the ability to walk, run, ride a bike and do more chin-ups than a majority of perfectly healthy people can do. He also became an inspirational speaker, published a book, and started coaching other traumatic injury victims to become victors. Daniel is a huge believer in doing personal development work to grow beyond any and all limitations. He has worked with Anthony Robbins, Bob Proctor, Marc Victor Hansen and completed the full curriculum at Landmark.

"I can say with total certainty that Daniel Bax has the most inspiring story of survival and never giving up out of anyone I know. He not only overcame unbelievable odds of survival, but he is continuing to thrive and be an inspiration to anyone he comes in contact with. Daniel is an asset to anyone he meets."
~ Billie Sandoval, Representative for Anthony Robbins

Daniel will be giving a copy of his book to everyone who attends the event on June 14th, 2014. His goal is to have sponsors buy 20,000 copies of his book to give to 20,000 victims across Canada. The funds would cover the costs of printing, distribution, completion of the documentary "A Dark Room" and his awareness fundraiser bicycle ride across Canada.

Justin W. McMakin had his life-awakening accident in 2002 when he flew off his mountain bike four stories down the stairs in front of the Rogers Centre shattering his elbow and slamming his head into a state of temporary amnesia. The doctors told him that they were able to reconstruct most of his elbow but the rewired nerves that were severed required his brain to learn how to control his entire left arm again. They also shared their opinion that he would only regain about 60% mobility again after a couple years of intense therapy. Nothing was ever mentioned about the side effects he could have from the head trauma. Justin was determined to have full use of his arm again. His mother practised Reiki energy healing work on him daily along with Justin visualizing himself using his arm normally as he single-handedly typed his first website into existence. Within three months he had 95 per cent recovery. Despite his astonishing physical recovery he still manages waves of depression, a common head trauma side effect, that can wash over him even on the best of days. His experience drives him to empower others to share their post traumatic injury side effects with the world and improve the lives of everyone touched by head injury.

For more information about ACT and the live event on June 14th, 2014, please use the following details.

Contact Person: Justin W. McMakin 1.647.989.2278 justin@potential.to www.potential.to



AUG 2005

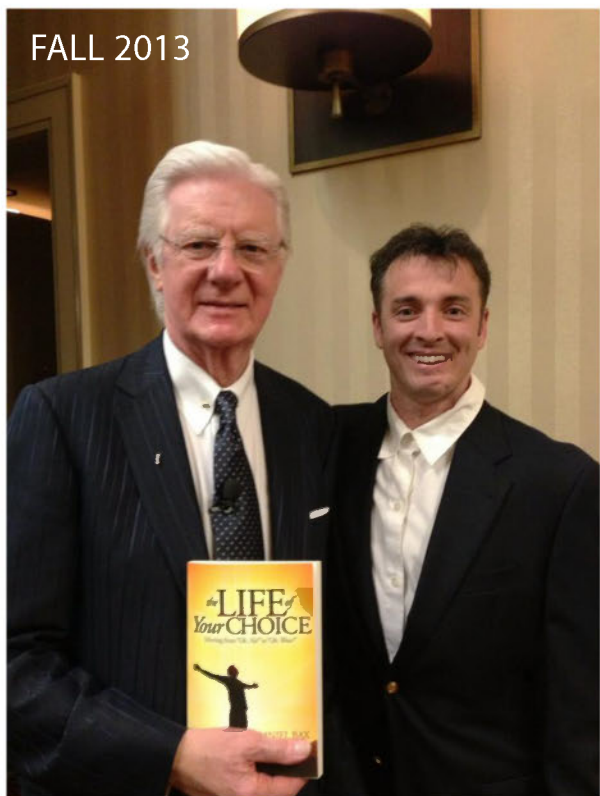


Daniel Bax
NOV 2005



FALL 2005


DANIELBAX
unleash your endless potential



FALL 2013



PRESENT

Daniel Bax
Paralyzed in 2005
A survivor turned thriver!



ACT
AWAKEN CANADA TOGETHER

Canada has
traumatic brain
registered
10 min

Through research, ca