



Dear Public Service Director,

The contents of your head are precious: Your memories, your personality, your thoughts—all things that make you, you. Yet, half of people who suspect they have a concussion never get it checked, which can lead to ongoing health challenges. Many think that concussions only happen to athletes. However, falls during everyday activities, such as walking to the car or tripping on a toy at home, account for nearly half of all concussions in the U.S.

That's why the Brain Injury Association of America (BIAA) and Abbott founded [Concussion Awareness Now](#), a coalition of advocacy groups that help raise awareness about the seriousness of concussions and the importance of getting them evaluated. As part of this initiative, this BIAA has released a public service campaign titled **"Don't Mess with Your Melon"** about the common ways concussions happen. Playing off the fact that people sometimes refer to their brain as their "melon," the campaign features a family of animated characters called the Melons, designed to connect with a wide audience by showcasing real-life situations where head injuries occur. Further, the spots encourage people to get their heads checked for a possible concussion, even if they are hesitant or feel pressure not to.

We hope you can help us spread the word about the seriousness of concussions by airing the PSAs titled **"Don't Let a Concussion Sneak Up on You" (:30)**, **"Don't Play Around with a Hit to the Head" (:30)**, **"Little Accidents Can Cause Big Problems" (:30)** and **"Saving Your Brain is a Winning Move" (:30)**. Each PSA features a Melon character hitting his or her head in a different way: slipping on a toy, texting and walking, tripping over the family pet during a virtual reality game, and playing pickleball. Each spot ends with the tagline, "Don't mess with your melon – if you hit it, get it checked." The PSAs, which have **no end date for use**, also encourage viewers to visit checkyourmelon.org for more information about concussion, tips for seeking treatment, a patient question guide and other resources. We ask that you please air these PSAs as soon and as often as possible.

If you have any questions, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212-624-9196; hmule@c360m.com).

Thank you for supporting this important public service effort.

Sincerely,

A handwritten signature in black ink that reads "Steve Walsh".

Steve Walsh
Senior Director, Marketing and Communications
Brain Injury Association of America