



FOR IMMEDIATE RELEASE

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Film screening and art exhibit NEWS and PHOTO OP

**Minnesota Brain Injury Alliance and UCare
present UnMasking at the
Duluth Entertainment and Convention Center (DECC)**

FREE film and art exhibit is Saturday, September 8, 6:00 to 9:00 p.m.

WHO: Minnesota Brain Injury Alliance and [UCare](#)

WHAT: An intimate look at brain injury in Minnesota through a one-of-a-kind exhibition of mask art and film about the creation of over 1,000 masks.

WHEN: **Saturday, September 8, 2018, 6:00 – 9:00 p.m.**

6:00 Mask Viewing and Reception

7:00 Film and Q & A

8:00 Additional Mask Viewing

WHERE: Duluth Entertainment and Convention Center (DECC)
350 Harbor Drive, Duluth, MN 55802



DETAILS:

Few people understand the personal impact brain injury can have. Its effects often are subtle and difficult to express. In March 2016, the Minnesota Brain Injury Alliance began the ***Unmasking Brain Injury in Minnesota*** project - a statewide community-based art project that enlisted the participation of over a thousand individuals living with the effects of brain injury. Unmasking allowed individuals affected by brain injury to design masks that communicate their unique perspectives and altered outlooks. It gave survivors and caregivers a voice to illuminate their life with a brain injury; to show others that persons living with a disability due to brain injury are deserving of respect, compassion and the same opportunities afforded all citizens in their respective communities.

Behind each mask is a person that's been touched by brain injury as a survivor, parent, sibling, friend, neighbor, co-worker, or professional. Individual stories of Minnesotans with brain injury were highlighted along with their masks.

Over the course of the project, the Alliance hosted numerous mask-making events across the state and in its Roseville offices. Group homes, support groups and community organizations held their own events while prominent Minnesotans – like playwright and storyteller Kevin Kling and NHL Defenseman and former Minnesota Wild player, Jordan Leopold – also got on board to make their own masks.

Local filmmaker Jed Schlegelmilch documented the project in his film ***UnMasking*** which won the Merit Award at the 2016 Awareness Film Festival at Regal Cinemas La Live Stadium. Jed's film has been shown at numerous UnMasking events throughout the year and is now available to a Northland audience on September 8, 2018.

For more information, call the Minnesota Brain Injury Alliance at 612-378-2742.

About [UCare](#)

UCare (www.ucare.org) is an independent, not-for-profit health plan providing health care and administrative services to nearly 400,000 members throughout Minnesota. UCare partners with health care providers, counties and community organizations to create and deliver:

- National Committee for Quality Assurance (NCQA)-[accredited plans](#) for Minnesotans shopping on [MNsure](#).
- Plans for [adults with disabilities who have Medical Assistance](#) and who have [both Medical Assistance and Medicare](#).
- [Medicare plans](#) with an “Excellent” NCQA rating, and a [partnership](#) with Essentia Health in northern Minnesota.
- [Programs for older Minnesotans with Medical Assistance](#) or with [both Medical Assistance and Medicare](#).
- Income-based [Medicaid](#) and [MinnesotaCare](#) coverage for Minnesotans across the state.

UCare addresses health care disparities and care access issues through a broad array of community initiatives. UCare has received Top Workplaces honors from the Star Tribune for seven consecutive years since the rankings began in 2010.

About the [Minnesota Brain Injury Alliance](#)

Established in 1984 by a small group of families and providers coming together to advocate for services for persons with brain injury and their families, the Minnesota Brain Injury Alliance is celebrating its 31st year as the only statewide nonprofit dedicated to enhancing the quality of life for Minnesotans affected by brain injury. Over the decades, the Alliance has developed from an advocacy-driven organization, to one that focuses on both advocacy and direct service.

Headquartered in Minneapolis, the Alliance serves people throughout Minnesota. The Alliance employs a professional staff of more than 60 and hundreds of volunteers work to further our mission, raise awareness and enhance the quality of life for all people affected by brain injury. Our goal is to work towards a world where all avoidable brain injuries are prevented, all non-preventable brain injuries are minimized, and all individuals who have experienced brain injury can maximize their quality of life.

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