



## New Jersey Center for Tourette Syndrome and Associated Disorders

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### **GRASSROOTS TOURETTE SYNDROME AWARENESS CAMPAIGN SPREADS TO THE COLLEGE OF NEW JERSEY**

**“Wednesday is TS Day” at TCNJ**

**Ewing, NJ-** Wednesdays have new meaning at The College of New Jersey, thanks to a very special freshman.

Jay Geyer has Tourette Syndrome, and he’s not shy about educating the world about this misunderstood neurological disorder. TS is a neurological disorder characterized by involuntary motor or vocal movements known as “tics.” Jay’s passion for helping others has led him to partner with the New Jersey Center for Tourette Syndrome...and he’s spreading the NJCTS message in a big way. Jay recruited TCNJ’s Differing Abilities Coordinator Terry Yamiolkowski and College President R. Barbara Gitenstein to declare “Wednesday is TS Day” at The College of New Jersey.

“Wednesday is TS Day” is a grassroots campaign through the New Jersey Center for Tourette Syndrome (NJCTS) to promote TS awareness and to shatter the stigma attached to this disorder. Since 2008 a growing number of prominent New Jersey leaders have issued proclamations or publically declared “Wednesday is TS Day!” on behalf of the 28,000 New Jersey children and families with Tourette Syndrome.

“Jay personifies the spirit of the *Wednesday is TS Day* movement,” said NJCTS Executive Director Faith W. Rice, “Wednesday is TS Day is about self-advocacy. We encourage all kids and families with TS to stand proud and take Wednesdays as an opportunity to educate those who may not understand what you’re going through.” To learn more about Wednesday is TS Day, visit [www.njcts.org](http://www.njcts.org).

**PHOTO CUTLINE #1:** TCNJ Differing Abilities Coordinator Terri Yamiolkowski, student Jay Geyer, TCNJ President R. Barbara Gitenstein and NJCTS Executive Director Faith W. Rice proclaim Wednesdays as a time for Tourette Syndrome awareness. The “Wednesday is TS Day” campaign’s signature hats can be found on the heads and desks of a growing number of notable New Jersey leaders who have agreed to stand in support of the 28,000 N.J. kids and families with TS.

**PHOTO CUTLINE #2:** Jay Geyer thanks TCNJ President R. Barbara Gitenstein for supporting his efforts in the Wednesday is TS Day advocacy campaign on behalf of the 28,000 New Jersey children and families with Tourette Syndrome.

*NJCTS is a collaboration among the Tourette Syndrome Association of New Jersey, Rutgers University and health professionals across the state.*

