

FOR IMMEDIATE RELEASE

Keith Primeau congratulates London based hockey programs on their concussion management initiatives

London: September 27, 2011

Keith Primeau, the former NHL star, captain of the Philadelphia Flyers and co-founder of stopconcussions.com, congratulated the 7 hockey leagues within the London area who have tackled the concussion issue head on and mandated the *CMRG Concussion Management Program* for the 2011-2012 season, including baseline testing. The Elgin Middlesex Chiefs, London Devillettes, London Junior Knights, London Nationals, London SSE, Sarnia Minor Hockey Association and Stratford Minor Hockey Association join more than 105 other hockey leagues within Ontario to take a stand on concussions and implement the program. "I commend the London and area leagues for their foresight and understanding of properly managing concussions and implementing the CMRG program," said Primeau. "As a former player and parent of a minor hockey player who has suffered a concussion, I understand the importance of education, baseline testing and care from health care professionals who understand concussion management." "In particular, I think it is important to recognize the London Junior Knights who were the first hockey organization in Canada to mandate testing for all of its members starting last year".

Johnny Chehade, a director with CMRG stated, "The London and area teams should be congratulated for establishing a mandatory concussion management program for the 2011/12 season. This program will ensure the players and parents have the most up to date information about concussions and proper concussion management."

The program includes a four step process for proper concussion management including:

Step 1) Education and information on concussions and concussion management provided to players, parents, coaches, officials and medical staff through CMRG's affiliation with stopconcussions.com.

Step 2) Neurocognitive testing which includes a baseline test completed at the start of the season. CMRG utilizes the ImPACT software program, which is the same one used by the NHL.

Step 3) Proper Medical Management of a concussed athlete. A number of medical professionals within the London, Sarnia and Stratford area have been trained in the management of concussions. The *Fowler Kennedy Sports Medicine Clinic* in London is one of the top centres in the country for concussion care, having seen more than 1800 concussed athletes in the past 2 years.

Step 4) Research conducted throughout the season on member teams in order to better understand concussion and concussion management.

About stopconcussions.com: Stopconcussions.com has been designed to educate parents, players, administrators, physicians, coaches, trainers and officials on the cause, effect, consequences and management of concussions and neurotrauma injuries with their 4 step program. We have assembled the best minds, the best athletes, the best practices and a series of tools for our toolbox to help reduce the incidence of concussion injuries in all sports with strategic experts in their fields and sport. www.stopconcussions.com Kerry Goulet 416-828-2929 goulet29@stopconcussions.com

About CMRG Ltd.: CMRG Ltd. is a London Ontario based company that has been providing their *Concussion Management Program* (www.impacttestcanada.ca) across Canada for the past 5 years. Their clients include many hockey, soccer and football organization, private school athletic programs, the Canadian ski, snowboard and freestyle teams and all CFL teams.

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