



# Press Release

## FOR IMMEDIATE RELEASE

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## CNS Joins Forces with USA Today in 'Family and Sports Safety' Concussion Campaign

**Bakersfield, CA (March 16, 2018)** – Centre for Neuro Skills has teamed up with a new national brain injury campaign, Family and Sports Safety, which will be launched on March 28 in a USA Today special publication and online. This first-ever publication will reach an estimated one million people. CNS will be featured in a full page color ad in the prominent back page of the magazine. This is a first for CNS advertising in USA Today, and it is also USA Today's first special section devoted to concussion, and sports safety.

In supporting the campaign, CNS is honored to partner with such distinguished sports figures as Serena Williams, Eli Manning, and the National Football League, as well as the Brain Injury Association of America.

"CNS' involvement in the campaign exemplifies our 38-year legacy of treating concussion with intensive, goal-oriented programs," said Dr. Mark Ashley, President, CEO, and founder of CNS. "Our ad and its placement in this landmark issue also informs a broader audience of parents, coaches, educators, and athletes about the seriousness of concussion and our history of superb treatment."

Included in the publication is an editorial commentary written by Dr. Ashley. Citing the importance of proper evaluation and identifying symptoms, he advocates for appropriate rehabilitation. "Often sports concussion is misdiagnosed," he writes. "Parents, coaches, and even the players can dismiss that painful jab to the head or hard fall as the price of winning."

The print component of Family and Sports Safety will be distributed within the March 28 edition of USA Today in Atlanta, Chicago, Dallas, Nashville, New York, and the North Central Florida areas. Additionally, USA Today will distribute in CNS-specific markets: Bakersfield, Los Angeles, San Francisco, and Fort Worth.

The digital component is distributed nationally, through a vast social media strategy, and across a network of top news sites and partner outlets.

USA Today is also distributing 1,000 copies of the publication to the National Athletic Trainers' Association and Up2Us Sports, an organization that inspires youth to achieve their potential by providing coaches trained in positive youth development.

National data on this matter underscores the importance of the campaign. More than 3.5 million kids under age 14 receive medical treatment for sports-related injuries each year. However, more than half of all sports injuries are preventable. This campaign encourages parents, teachers and coaches to support and educate their active kids by highlighting the preventative solutions available to ensure their children's safety. It will also serve as a guide to the most common types of injuries, the best ways to prevent them, and the most resourceful way to treat them.

### **About Centre for Neuro Skills**

CNS is recognized as an experienced and respected world leader in providing intensive rehabilitation and medical programs for individuals recovering from all types of brain injury. CNS effectively covers a full spectrum of care from inpatient and assisted living to outpatient/day treatment. For additional information about CNS, please visit [neuroskills.com](http://neuroskills.com), #neuroskills, or call us at 800.922.4994.

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