

SPORTS LEGACY INSTITUTE

“Solving the Sports Concussion Crisis”

Media and Press Kit

For more information please visit www.sportslegacy.org

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Boston University Center for the
Study of Traumatic Encephalopathy

Background

Sports Legacy Institute (SLI) is a 501(c)(3) non-profit organization founded in June 2007 by concussion expert Dr. Robert Cantu, MD, and former Harvard football player and WWE professional wrestler Chris Nowinski in reaction to new medical research revealing that concussions and brain trauma in sports had become a public health crisis.

Formation:

In 2008, SLI partnered with Boston University School of Medicine to form the Center for the Study of Traumatic Encephalopathy (CSTE) (www.bu.edu/cste), which is dedicated to the study of Chronic Traumatic Encephalopathy (CTE), a progressive degenerative brain disease that appears to be linked to repetitive concussive and sub-concussive brain injuries and can cause loss of memory, depression and behavior change, and eventually can lead to dementia. Through the CSTE Brain Bank, the largest athlete and CTE Brain Bank in the world, the CSTE has studied the brains of over 100 former athletes and military personnel, including professional, college, and high school football players, boxers, and hockey players. Over 400 former athletes and military veterans have joined the CSTE Brain Donation Registry. The CSTE is focused on developing a deeper understanding of this neglected disease, including a method to diagnose CTE in living people, and eventually treatment or a cure.

In the News:

SLI has quickly risen to prominence as a national leader on sports concussion advocacy, education, and research, and has been featured on national and international television including 60 Minutes, HBO RealSports, ESPN, CNN, and C-SPAN, along with cover stories in *TIME Magazine*, *Sports Illustrated*, and *The New Yorker*. The ever-growing media attention to SLI and the CSTE has been a driving force in raising public awareness of the dangers of concussions from obscurity to its rightful place public discourse. In addition, SLI has been instrumental in improving the lives of athletes by influencing legislation in several states in addition to promoting significant policy change within various sports organizations at all levels of the game, including the National Football League (NFL) and the National Hockey League (NHL).

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Boston University Center for the
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Fact Sheet

Description:

A non-profit organization focused on “Solving the Concussion Crisis” through education, advocacy and fundraising for CTE research.

Mission:

The mission of the Sports Legacy Institute is to advance the study, treatment, and prevention of brain trauma in athletes and other at-risk groups.

Where We Are:

SLI is headquartered in Waltham, MA.

BU’s Center for the Study of Traumatic Encephalopathy is headquartered in Boston, MA.

Contact Information:

Mailing Address: Sports Legacy Institute
P.O. Box 181225
Boston, MA 02118

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c/o Trinity Partners
230 Third Avenue
Waltham, MA 02451

Phone: (781) 262-3324

Website: www.sportslegacy.org

E-mail: info@sportslegacy.org

Leadership and Management:

The Sports Legacy Institute staff is comprised of four full-time employees and one part-time employee. The team is led by co-founders Christopher Nowinski and Dr. Robert Cantu. (See next page for more information)



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Co- Founder Bios

ROBERT CANTU, MD

- SLI Co-Founder and Medical Advisory Board Chair
- Clinical Professor of Neurosurgery, Boston University School of Medicine
- Co-Director, Center for the Study of Traumatic Encephalopathy at Boston University School of Medicine
- Senior Advisor, NFL Head Neck and Spine Committee
- NFL Players Association Mackey/White Traumatic Brain Injury Committee Co-Chair, Equipment & Rules Subcommittee
- Board of Directors Brain Injury Association of Massachusetts
- Adjunct Professor Exercise & Sport Science, University of North Carolina, Chapel Hill, NC
- Medical Director, National Center for Catastrophic Sports Injury Research at University of North Carolina, Chapel Hill, NC
- Co-Director, Neurologic Sports Injury Center, Brigham & Women's Hospital, Boston, MA
- Chief of Neurosurgery Service, Chairman Department of Surgery, and Director of Sports Medicine at Emerson Hospital in Concord, MA
- Neurosurgical Consultant, Boston Eagles football team
- Neurosurgical Consultant, Boston Cannons professional soccer team

Currently Dr. Cantu's professional responsibilities include those of Clinical Professor Department of Neurosurgery and Co-Director Center for the Study of Traumatic Encephalopathy, Boston University School of Medicine, Boston, MA; Co-Founder and Chairman Medical Advisory Board Sports Legacy Institute, Waltham, MA, and as a consultant with numerous NFL, NHL and NBA teams.

He has authored over 325 scientific publications, including 22 books on neurology and sports medicine, in addition to numerous book chapters, peer-reviewed papers, abstracts and free communications, and educational videos. In addition to his professional responsibilities, Dr. Cantu is medical director of the National Center for Catastrophic Sports Injury Research, located in Chapel Hill, North Carolina, an ongoing registry instituted in 1982 for data collection and analysis of spine and head injuries. From this data important contributions have been made in sport safety and accident reduction; most notably football rule changes concerning tackling and blocking with the head, the establishment of football helmet standards, improved on-the-field medical care, and coaching techniques. He also serves on the Board of Trustees as Vice President of NOCSAE (National Operating Committee on Standards for Athletic Equipment).



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For many years, Dr. Cantu has been actively involved with the American College of Sports Medicine (ACSM), the oldest and largest sports medicine and exercise science organization in the world, and served as President of this organization from 1992 to 1993 and served as treasurer from 1996 to 1999. Dr. Cantu was the recipient of their Citation Award in 1996. This year Dr. Cantu gave the organization's prestigious J.B. Dill Lecture on the History of Concussions at ACSM's annual meeting in New Orleans. Dr. Cantu is an author of all three of the International Consensus Statements on Concussions from Vienna, Prague and Zurich.

For a full bio and picture, please visit:

<http://www.sportslegacy.org/index.php/about-sli/our-team/our-team/124>

CHRISTOPHER NOWINSKI

- SLI Co-Founder and CEO
- Co-Director, Center for the Study of Traumatic Encephalopathy at Boston University School of Medicine
- NFL Players Association Mackey/White Traumatic Brain Injury Committee Co-Chair, Education & Awareness Subcommittee
- Board of Directors, Brain Injury Association of America
- Author of *Head Games: Football's Concussion Crisis*

Chris Nowinski is the co-founder and president of the Sports Legacy Institute, a non-profit organization dedicated to solve the sports concussion crisis. A former Harvard football player and WWE professional wrestler, he was forced to retire from a series of concussions in 2003. His challenging recovery from post-concussion syndrome led him to write the book **Head Games: Football's Concussion Crisis**, published in 2006, in an effort to educate parents, coaches, and children about this previously hidden public health issue.

Today he is a Co-Director of the Center for the Study of Traumatic Encephalopathy at Boston University School of Medicine, where he is also a PhD candidate in Behavioral Neuroscience. A 2010 Eisenhower Fellowship recipient, Nowinski visited Ireland, Belgium, Italy, Switzerland, Turkey and Germany to share his work with leaders in European sports and medicine to expand the network of research, education, and prevention of traumatic brain injuries.

For a full bio and picture, please visit:

<http://www.sportslegacy.org/index.php/about-sli/our-team/our-team/123>



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Program Information

Bring Concussion Awareness to your community:

SLI ADVANCED CONCUSSION TRAINING (ACT)

- Provides the *inspiration and information* to play safer sports through a 14-module comprehensive curriculum:

1. Concussion Basics	8. Concussion management technology
2. Concussion Recognition	9. Chronic Traumatic Encephalopathy
3. Concussion Response	10. CTE prevention strategies
4. Concussion diagnosis technology	11. Changing the concussion culture
5. Return-to-play	12. Concussion prevention strategies
6. Return-to-school	13. SLI "7 Steps" - Minimum Guidelines
7. Coordination of care	14. Sport-specific modules

- 60-90 minute multimedia presentations *customized* for each audience (parents, coaches, athletes, medical professionals, administrators, mixed audiences)

SLI COMMUNITY EDUCATORS (SLICE)

- Intended for students in 4th to 12th grade
- Interactive, fun presentation that answers the questions:
 - *What is a concussion?*
 - *Why should I care about concussions?*
 - *What can I do about concussions?*

For more information on SLI educational programs, contact Katherine Schock at 781.262.3322 or kschock@sportslegacy.org

SLI MEMBERSHIP PROGRAM

- Join a community of people who value our mission and want to support SLI and make a difference in our efforts to solve the concussion crisis!
- **Three levels:** Leaders (\$500 annual donation), Champions (\$250), Advocates (\$100)
- **Tiered benefits include:** conference calls with the CSTE co-directors, member focused e-newsletters, autographed copies of Head Games: Football's Concussion Crisis by Chris Nowinski and Dr. Cantu's new book to be released in 2012

For more information on SLI membership programs, contact Kara Nilan at 781.262.3324 or knilan@sportslegacy.org.

"Solving the Sports Concussion Crisis"



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Press

Game Changers

Bostonia Magazine (Fall 2010)- Caleb Daniloff takes an in-depth look at BU's CSTE and SLI to see how research is influencing the game of football.

<http://www.bu.edu/bostonia/fall10/football/>

The Problem with Football: How to Make it Safer

Time Magazine (February 8, 2010)- Sean Gregory discusses the ways that SLI and BU's CSTE are helping to initiate culture changes in football.

<http://www.time.com/time/magazine/article/0,9171,1957459,00.html>

Chicagoans Urge Talking, Learning, about Concussions

The Associated Press (August 23, 2011)- Andrew Seligman reports on the Chicago Concussion Coalition who continues to educate Chicago Public School's coaches, doctors, nurses, trainers, student-athletes, parents/guardians, and concerned citizens.

<http://www.nwherald.com/2011/08/22/chicagoans-urge-talking-learning-about-concussions/ahpzkh/>

The Damage Done

Notre Dame Magazine (Autumn 2011)- Jason Kelly writes about a new CTE victim that only played football during his high school years and cites Ann McKee's research.

<http://magazine.nd.edu/news/25979-the-damage-done/>

Videos

Nowinski Delivers SLI Advanced Concussion Training in Tampa, FL



<http://bit.ly/Nowinskiact>

The Tampa Preparatory School hosted Chris Nowinski to deliver an SLI Advanced Concussion Training featuring former Tampa Bay Buccaneers, Ian Beckles and Brad Culpepper.

Hits and Head Injuries



<http://bit.ly/Hitsandheadinjuries>

An in depth analysis by the Canadian Broadcasting Corporation on the long-term consequences of concussions in sports.

SLI HBO 2010



<http://bit.ly/SLIHBO1>

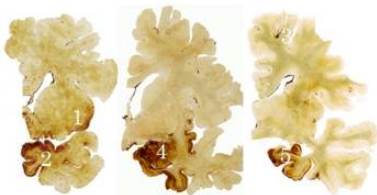
<http://bit.ly/SLIHBO2>

<http://bit.ly/SLIHBO3>

HBO Real Sports takes an inside look at how SLI and BU's CSTE have become leaders of concussion and CTE research.

Boston University's Center for the Study of Traumatic Encephalopathy

<http://www.bu.edu/cste/about/>



Learn more about the CTE research occurring through BU CSTE's "Protecting the Player, Protecting the Game" NFL Brochure.



Boston University Center for the
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Academic Articles

Daneshvar DH, Baugh CM, Nowinski CJ, Stern RA, Cantu RC. Helmets and Mouth Guards: The Role of Personal Equipment in Preventing Sport-Related Concussions. *Clinics in Sports Medicine*, 30 (1), 145-163, January 2011.

<http://www.bu.edu/cste/files/2011/07/Daneshvar-et-al.-Helmets-and-Mouth-Guards.-2011.pdf>

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<http://www.bu.edu/cste/files/2011/07/Daneshvar-et-al.-Epi-Sport-Concussion.-2011.pdf>

Daneshvar DH, Riley DO, Nowinski CJ, McKee AC, Stern RA, Cantu RC. Long-Term Consequences: Effects on Normal Development Profile After Concussion. *Phys Med Rehabil Clin N Am*, 22, 603-670, October 2011.

<http://www.bu.edu/cste/files/2011/11/Daneshvar-et-al-2011-PMR-Clinics.pdf>

Gavett BE, Stern RA, Cantu RC, Nowinski CJ, McKee AC. Mild traumatic brain injury: a risk factor for neurodegeneration. *Alzheimer's Research & Therapy* 2010, 2:18.

<http://www.bu.edu/cste/files/2010/08/gavett-et-al-alzres-2010.pdf>

Gavett BE, Stern RA, McKee AC. Chronic Traumatic Encephalopathy: A Potential Late Effect of Sport-Related Concussive and Subconcussive Head Trauma. *Clinics in Sports Medicine*, 30(1), 179-188, 2011 (In Press)

McKee AC, Cantu RC, Nowinski CJ, Hedley-Whyte ET, Gavett BE, Budson AE, Santini VE, Lee H-Y, Kubitius CA, Stern RA. Chronic Traumatic Encephalopathy in Athletes: Progressive Tauopathy following Repetitive Head Injury. *J Neuropath Exp Neurol*, 2009; 68(7): 709-735

<http://www.bu.edu/alzresearch/cste/documents/JNEN-McKeeetal2009.pdf>

McKee AC, Gavett BE, Stern RA, Nowinski CJ, Cantu RC, Kowall NW, Perl D, Hedley-Whyte ET, Price B, Sullivan C, Morin P, Lee HS, Kubitius CA, Daneshvar DH, Wulff M, Budson AE. TDP-43 Proteinopathy and Motor Neuron Disease in Chronic Traumatic Encephalopathy. *J Neuropath Exp Neurol*, 2010; 69(9): 918-929

<http://www.bu.edu/cste/files/2010/08/McKee-et-al-2010.pdf>

Stern RA, Gavett BE, Baugh C, Nowinski CJ, Cantu RC, McKee AC. Recurrent sports-related traumatic brain injury and tauopathy. Edited by M. Oria and J. Erdman. Washington, DC: The National Academies Press. 2011 (In Press)

Stern RA, Riley DO, Daneshvar DH, Nowinski CJ, Cantu RC, McKee AC. Long-term Consequences of Repetitive Brain Trauma: Chronic Traumatic Encephalopathy. *Phys Med Rehabil Clin N Am*, 3, S460-S467, October 2011.

<http://www.bu.edu/cste/files/2011/11/Stern-et-al-2011-PMR-Long-term-Consequences-of-Repetitive-Brain-Trauma1.pdf>



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