



MEDIA RELEASE

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WinSport opens stage one of concussion prevention centre

CALGARY, Alta. – WinSport, in its evolving role as a leader in winter sport development, launched Friday stage one of what will become the leading sport safety centre in Calgary, possibly all of Canada.

WinSport's new Impact Lab is a one of a kind facility that will focus on concussions, by providing expertise in the areas of proper fitting helmets and goggles, along with the education and science behind safety in sport. WinSport, taking another step forward in becoming the World's Leading Winter Sport Institute, will also be providing baseline evaluation of head injury impacts, which will be done immediately on a limited basis.

WinSport will also have access to medical personnel and the potential for further concussion testing when the High Performance Training Centre and Medical Clinic open next year at the Markin MacPhail Centre.

"Imagine when you go in to buy a pair of shoes. There is a better fitting process for shoes than there is in purchasing a helmet to protect your head," says WinSport president and CEO Dan O'Neill, who spearheaded the creation of the Impact Lab. "Our goal is to be recognized as THE expert safety centre, first in Calgary, then the rest of the country. You'll be able to count on us to keep you protected."

In addition to preliminary concussion testing, the safety centre includes interactive displays, highlighted by the anatomy of a concussion and proper helmet fitting techniques. A high-velocity impact test and a high mass impact test highlight the eye protection centre. The Impact Lab features the latest in equipment from some of the top manufacturers, including Oakley and Giro – two of the Canadian Winter Sport Institute's main partners in the project.

"The entire concept behind the Impact Lab is to provide parents and sport participants with a venue to go to where they will be provided with knowledge and guidance concerning their eventual choice of protective wear. Aspects such as helmet fit and comfort are important if such devices are going to be effective," says WinSport vice-president of sport, Dr. Stephen Norris. "Looking 'cool' doesn't do anyone any good if the helmet, goggles or protective clothing cannot actually perform the task they are designed to do or they are not worn/used correctly."

About WinSport

The Canadian Winter Sport Institute provides world-class sport facilities where Canadian athletes can discover, develop and excel. WinSport owns and operates Canada Olympic Park in Calgary, Alta., the Bill Warren Training Centre located at the Canmore Nordic Centre and the Beckie Scott High Performance Training Centre on Haig Glacier, Alta. A not-for-profit organization, WinSport supports national sport organizations, encourages educational opportunities and subsidizes the operation of unique training and recreational facilities used by the nation's top athletes and the general public. For more information on WinSport please visit www.winsportcanada.ca.

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