



FOR IMMEDIATE RELEASE

THE CANADIAN ATHLETIC THERAPISTS ASSOCIATION OBSERVES CONCUSSION AWARENESS WEEK

During seven days focused around concussion education, the Association is encouraging all members to get involved and increase awareness of concussion in sport and physical activity

CALGARY, AB | SEPTEMBER 25, 2022 — The Canadian Athletic Therapists Association (CATA) is delighted to associate at this year's Concussion Awareness Week. Held across Canada from September 25 to October 1, 2022, this week promotes safer sports through improved concussion education and awareness across Canada.

CATA will mark this year's event with a social media campaign encouraging all members to share their insight and experience as Certified Athletic Therapists (CAT(C)s) with helpful tips about concussion. Starting on September 26, CATA will launch its digital campaign to increase member participation in the week's activities and raise awareness of effective management to aid in recovery. Following the conclusion of the week, CATA will host an online panel of concussion experts on October 5th, emphasizing the importance of athletic therapy in the identification and treatment of concussions in sports and recreation. The panel will be followed by a moderated discussion and Q&As.

"As Certified Athletic Therapists are often engaged from the point of injury through to a recovery plan, we are pleased to be involved again in this year's Concussion Awareness Week," says Fayez Abdulrahman, CATA President and CAT(C). "It is important to increase awareness of this serious injury and also share the role CAT(C)s play at each stage for all active Canadians."

Created in January 2021, Concussion Awareness Week was to build concussion awareness to keep active people safe by providing knowledge and encouraging action across Canada. Through this week's activities and engagement, CATA will inspire new conversations around concussion prevention, recognition, and management while also seeking solutions for rehabilitation.

"Identifying and developing a concussion recovery plan is a key part of a CAT(C)s foundational training," continues Abdulrahman. "Athletic therapists are qualified healthcare experts who can help you get back in the game by applying international standards of concussions and creating treatment plans to help you lead a normal life again."

Visit CATA's website or social media channels for more information on athletic therapy or to take part in Concussion Awareness Week, beginning on September 26.

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ABOUT THE CANADIAN ATHLETIC THERAPISTS ASSOCIATION

CATA is the certifying and governing body for Certified Athletic Therapists practicing in Canada. Established in 1965 by a group of Athletic Therapists working with professional hockey and football teams, CATA now represents over 2900 members. We are dedicated to the advancement and growth of the athletic therapy profession through advocacy, education, and research.

Website: <https://athletictherapy.org/en/>

Instagram: [@CATA Canada](#)

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