



FOR IMMEDIATE RELEASE

THE CANADIAN ATHLETIC THERAPISTS ASSOCIATION MARKS CONCUSSION AWARENESS WEEK 2021

Organization will launch seven days dedicated to raising awareness and promoting a safer sports culture

CALGARY, AB | SEPTEMBER 27, 2021 — The Canadian Athletic Therapists Association (CATA) is thrilled to take part in this year's Concussion Awareness Week, an important event promoting the prevention, recognition and management of concussions across Canada.

Taking place from September 26 to October 2, Concussion Awareness Week was established in January 2021 to increase concussion awareness by providing information and encouraging action across Canada. CATA will mark the week with a digital campaign focused on building awareness of concussion in sport and recreation as well as promoting the role of athletic therapy in concussion recognition and management.

“Athletic therapists are the only healthcare professionals educated on the entire continuum of injury, from the moment it happens to successful recovery,” says Dr. Loriann Hynes, Certified Athletic Therapist (CAT(C)) and member of the Federal-Provincial/Territorial Working Group on Concussion in Sport. “With experience in sideline sports care and knowledge in clinical rehabilitation, athletic therapists work to return athletes to the field or help individuals resume their normal lifestyles.”

Athletic therapists provide elite-level care that can benefit everyone in reaching optimal performance, reducing the risk of injury or managing rehabilitation, but often work on the field to assess and assist with sport-related collisions. Consequently, athletic therapists are often the first to respond to a potential concussion and assist with recognition and concussion management.

“Athletic therapists' help is invaluable in concussion management. Since Certified Athletic Therapists work alongside individuals, we can monitor them and provide guidance for increasing cognitive and physical load during the recovery process,” says Tyler Quennell, CATA President.

“Different factors impact recovery, and as health care professionals with high proficiency in concussion recognition and management, we can determine the right path forward for recovery.”

Concussion Awareness Week is an excellent opportunity for CATA to take part in building awareness about concussion prevention, recognition and management. CATA’s campaign will begin on September 26, encouraging engagement from CATA members and helping the general public become aware of the benefit of athletic therapy in relation to the recognition and management of concussions.

“Athletic therapists are the best kept secret for concussion injury and recovery,” says Dr. Hynes. “These professionals are not fully recognized for their specialization and the extensive knowledge they have with concussion injuries. By participating in Concussion Awareness Week, we hope to raise awareness of the important work athletic therapists are doing in relation to concussion in sport.”

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.

–30–

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 2600 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](#)

Facebook: [@CanadianAthleticTherapistsAssociation](#)

LinkedIn: [@CanadianAthleticTherapistsAssociation](#)

For media inquiries, please contact:

403-509-2282

info@athletictherapy.org