



FOR IMMEDIATE RELEASE

CANADIAN ATHLETIC THERAPISTS ASSOCIATION OBSERVES ATHLETIC THERAPY MONTH

Over 3000 CATA members will celebrate and spread awareness of how athletic therapy empowers movement to build better health

CALGARY, AB | JUNE 1, 2024 - The Canadian Athletic Therapists Association (CATA) is once again celebrating national Athletic Therapy Month this June. This year's theme focuses on "Empowering Movement, Ensuring Wellness," highlighting the ways Certified Athletic Therapists are able to support and care for Canadians experiencing a range of injuries and conditions.

"Certified ATs are expert healthcare professionals, equipped with the skills to swiftly address injuries in the heat of the moment. We are the lifelines for anyone facing musculoskeletal challenges, guiding recovery with a blend of hands-on therapies and tailored exercises," says Kirsten Kidd, President of CATA. "An individual's health is extremely important, with challenges from disease, disorder or injury arising at any possible occasion. This month, it's very important to highlight the role of a Certified AT in health, recovery and care. We want all of our members, partners and clients to help share the message that Certified ATs are available to help."

This year's theme, *Empowering Movement, Ensuring Wellness*, was chosen to spotlight the connection between injury and athletic therapy treatment. From the prevention of injury, assessment of pre-existing injuries, providing emergency care, rehabilitating after an injury occurs, and reconditioning to avoid further injury, a Certified AT is effective in treating injuries sustained by everyday active Canadians and other conditions.

"One of Certified Athletic Therapists main goals is to help the individual return to their normal 100% of usual activities. Whether that means playing competitive sports, playing with your kids or walking to the mailbox and back with confidence, we are there for you," shares Kidd.

This Athletic Therapy Month, CATA members and partners are encouraged to help raise awareness of how athletic therapy treatment can help treat a range of injuries or conditions by sharing tips or

stories on social media. CATA also invites the general public to reach out to a Certified AT to find out more how athletic therapy can help.

For more information on CATA and how we are celebrating Athletic Therapy Month, visit our [website](#).

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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 3000 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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