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The National Center for Sports Safety Announces Partnership With Hibbett Sports To Increase Sports Safety Awareness

BIRMINGHAM, Alabama – January 22, 2013 – The National Center for Sports Safety and Hibbett Sports today announced a partnership to promote sports safety education to youth and high school coaches nationwide. The two organizations will focus on reducing more than 3.7 million sports-related injuries each year. This initiative ensures thousands of coaches will have access to the most common injury prevention topics including emergency recognition and planning, principles of first aid, pre-existing medical conditions and heat/cold illnesses.

The National Center for Sports Safety will provide information to Hibbett Sports' customers in over 850 stores, located throughout 28 states, on how to complete the NCSS PREPARE sports safety online course. The PREPARE course, developed in 2002 by medical experts and professionals, is designed to educate coaches in all levels of youth sports including high school, middle school, and youth leagues. It facilitates the recognition of the signs and symptoms of potentially dangerous situations, and how to respond until a medical professional arrives on scene. The National Center for Sports Safety updates the course content every two years and plans to disseminate updated content later this month.

"As an orthopedic sports medicine surgeon, I've seen an alarming increase in the number of athletic injuries sustained on the playing field or court," said Dr. Lawrence (Larry) Lemak, Founder of the National Center for Sports Safety. "Working with Hibbett Sports will allow us to reach a larger audience and create a safe and fun playing environment for youth athletes by reducing risks and preventing injuries."

Hibbett Sports has always provided the highest quality name brand apparel and accessories at competitive prices. This establishment distinguishes itself from the competition through excellent customer service and well-trained associates with exceptional product knowledge to better serve its customers. The National Center for Sports Safety recognizes the importance of appropriately fitting gear for the protection and safety of youth athletes and serves as an advocate for Hibbett Sports merchandise.

For more information about the National Center for Sports Safety and the PREPARE course please visit www.SportsSafety.org or call 866.508.NCSS (6277).

About the National Center for Sports Safety

Dr. Lawrence Lemak founded the National Center for Sports Safety in 2001 to promote the importance of injury prevention and safety on all levels of youth sports through education and research. The NCSS focuses on decreasing the number and intensity of injuries through developing and teaching sports-safety courses. NCSS also collects, analyzes and researches injury data to improve safety practices.

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