



February 11, 2020

Mark McGuire
Executive Director
Give and Go Sport Education

Dear Mark:

Parachute is pleased to provide a letter of support for the Give and Go Sport initiative.

Parachute is a national leader in injury prevention in Canada and we play a critical role bridging research to practice. Over the past two decades, Parachute (and previously our legacy organization ThinkFirst Canada) has activated best practices in communities across the country through programs such as Brain Waves and Smart Hockey. In the last several years, Parachute has worked to harmonize concussion protocols across all National Sport Organizations in Canada with the first step being the publication of the first *Canadian Guideline on Concussion in Sport* based on the international *Consensus Statement on Concussion in Sport* (Berlin, 2016).

Parachute has significant channels of communication including our national stakeholder network and social media channels. Through 22,000 direct contacts, we reach a network of 8 million Canadian residents and in 2019 we earned 225 million media impressions, divided almost equally among broadcast/print media, social media, and impressions earned through donated advertising space.

We envision a Canada free of serious injuries, with Canadians living long lives to the fullest. Emerging research suggests a relationship between sport specialization and injury risk. The American Academy of Pediatrics recommends delaying specialization and giving youth at least three months off per year from any particular sport. The Give and Go Sport initiative aligns with Parachute's mission and will help to promote healthy physical activity.

Sincerely,

Pamela Fuselli, MSc.
President and CEO