



media information



1661 ramblewood drive east lansing, mi 48823 517.332.5046 fax-517.332.4071 www.mhsaa.com

FOR IMMEDIATE RELEASE

October 16, 2006

Contact: John Johnson or Andy Frushour

517.332.5046 or www.mhsaa.com

Henry Ford Health System Center For Athletic Medicine Partners With MHSAA To Promote Health & Safety Issues

EAST LANSING, Mich. – Oct. 16 – The emphasis on the health and safety of its participants is an important element of educational athletics, and to better inform its member schools on such matters, the Michigan High School Athletic Association has teamed with the Henry Ford Health System Center for Athletic Medicine in Detroit.

As a health and safety supporter of the Association, the Center for Athletic Medicine will regularly contribute articles for MHSAA publications on sports medicine topics, meet with staff and sports committees to keep them informed on current issues and policies and their impact on school sports, and work with allied groups like coaches and administrative associations and the Youth Sports Institute at Michigan State University.

The Center for Athletic Medicine will also play host to the Kids, Sports & Drugs Conference on November 9, where approximately 350 people from member schools across the state will attend to become informed on a variety of topics, including the ATLAS and ATHENA programs the MHSAA is piloting this year with the support of Sports Illustrated the Oregon Health & Sciences University.

“There are always going to be injuries and health issues encountered by schools, coaches and student-athletes in day-to-day sports activities; and while education can’t prevent some injuries from happening, a relationship like this with the Henry Ford Health System Center for Athletic Medicine will help minimize risk for interscholastic athletics,” said John E. “Jack” Roberts, executive director of the MHSAA. “The Center for Athletic Medicine will be a valuable resource for our schools to turn to help promote healthy competition for students today and healthier lifestyles in their future.”

In addition to their availability in print, the articles from the Center for Athletic Medicine will be accessible online through the Health & Safety page of the MHSAA Web site --

<http://www.mhsaa.com/resources/safety/>

(more)

2-2-2 – Henry Ford Health System Center For Athletic Medicine Partners With MHSAA

“Henry Ford Health System Center for Athletic Medicine is proud to be the exclusive health and safety partner for the MHSAA, said Dr. Patricia Kolowich, division head of sports medicine for Henry Ford Health System. “Like the MHSAA, the Center for Athletic Medicine is committed to injury prevention in athletics through education. This provides the Henry Ford Center for Athletic Medicine and the MHSAA the opportunity to leverage skills and infrastructure to improve the health of Michigan youth athletes.

“The Henry Ford Center for Athletic Medicine is the largest sports medicine program in southeast Michigan, with physicians that are recognized as the best in their specialty, both regionally and nationally. The highly experienced staff of physicians and certified athletic trainers provides coverage for athletes at all levels of competition, with a strong focus on prevention, recovery from injury, surgery, and surgical rehabilitation. The Henry Ford Center for Athletic Medicine provides sports medicine care at 11 Detroit area schools. It is this extensive health care experience in sports that we are proud to offer to the MHSAA and its members.”

The Center for Athletic Medicine is part of the Henry Ford Health System, one of the country's largest health care systems, and integrates primary and specialty care with research and education. It includes the 900-member Henry Ford Medical Group, five owned hospitals, the 564,000-member Health Alliance Plan, 24 primary care centers and many other health-related entities located throughout southeastern Michigan.

The MHSAA is a private, not-for-profit corporation of voluntary membership by over 1,800 public and private senior high schools and junior high/middle schools which exists to develop common rules for athletic eligibility and competition. No government funds or tax dollars support the MHSAA, which was the first such association nationally to not accept membership dues or tournament entry fees from schools. Member schools which enforce these rules are permitted to participate in MHSAA tournaments, which attract approximately 1.6 million spectators each year.

-0-

MEDIA ADVISORY – For more information about the Henry Ford Health System Center for Athletic Medicine, contact Sucre Johnson-Woodley, Marketing Manager for Henry Ford Health System at 313.874.5007, e-mail -- sjohnso3@hfhs.org.

RL07-013

**AT&T, Farm Bureau Insurance, Henry Ford Health System & MEEMIC Insurance
are year-round MHSAA Corporate Partners**