



CANADIAN/AMERICAN
SPINAL RESEARCH
ORGANIZATIONS



RESEARCH

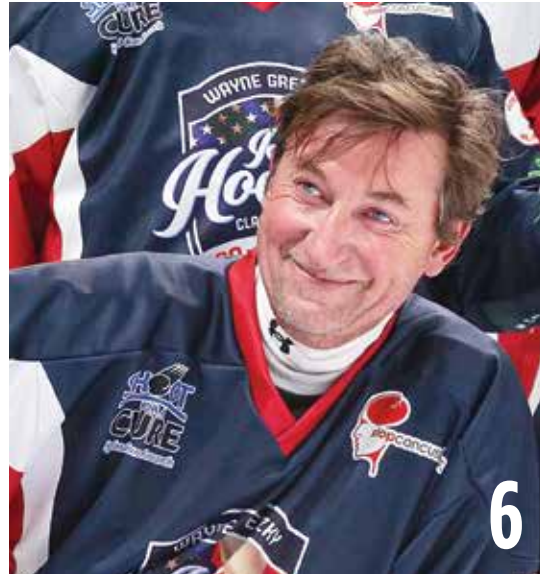


AWARENESS



PREVENTION

IN THIS ISSUE:



Shoot for a Cure is a publication of the Canadian/American Spinal Research Organization and StopConcussions.

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The CSRO is a federally registered charity.
R# 119159515RR0001

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Canada Post Sales Agreement
#40051430

Shoot for a Cure is published by
Tryad Publishing Inc.
905-713-2433 | www.tryadpublishing.com

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WELCOME

When it comes to brain and spinal cord injuries (SCI), the risks of life changing consequences have a significant probability. Unfortunately, the practitioners of sports report feeling powerless when it comes to serious injuries, and despite good intentions, strategies for prevention are not in place. Adding to this perception is desperation on the part of parent/guardians that describe their fearfulness due to the consequences of concussion, SCI and serious injury. To date, no consistent standard of practice is found in sports to prevent serious injuries.

On behalf of StopConcussions and the American and Canadian Spinal Research Organizations, we are excited about the progress of our Shoot for a Cure (SFAC) neurotrauma fundraising campaign. It's been just over a year since the founding organizations have come together again to implement the campaign.

We invite you to read about how our Shoot for a Cure campaign has not only developed a Prevention program but also is funding cutting edge research to find a cure for spinal cord injury.

For more information please follow us on social media!

Twitter @shootforacure
Facebook @SFACcampaign
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Barry Munro/Co-chair

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SFAC MISSION

The Shoot for a Cure (SFAC) campaign mission is to raise awareness and fund research, prevention, treatment and cure for those suffering from brain and spinal cord injury (neurotrauma)

SFAC VISION

To reduce, treat and cure brain and spinal cord injury

WHAT IS SHOOT FOR A CURE?

SFAC is a fundraising campaign committed to raise funds, increase awareness and assist in the prevention and cure of neurotrauma injuries (brain and spine). The campaign integrates professional and amateur sports/sporting events, corporate sponsorships and community partnerships, which includes other non-profit and non-governmental organizations. SFAC is an international campaign of StopConcussions and the Canadian/American Spinal Research Organizations, uniting neurotrauma communities around a common cause. Our goal is to raise \$10 million over the next 5 years.

HOW DOES SHOOT FOR A CURE RAISE FUNDS?

Events – SFAC has held and will continue to hold various sports-related fundraising events, such as hockey tournaments, golf tournaments, walk-run-wheel-athons, curling bonspiels, horse racing events and auto racing events, etc.

Corporate Donations & Campaigns – SFAC intends to continue its strategic alliances and partnerships with private and public sector corporations and with various sports organizations, both professional and amateur.

Donations – SFAC campaign has and will continue to solicit online donations, workplace fundraisers, planned giving, even travel reward points. Contact us to find out how!

WHERE WILL ALL THIS MONEY GO?

Research. Awareness. Prevention. SFAC will direct funds to research in Neurotrauma injuries through targeted research projects on Acquired Brain Injury and Spinal Cord Injury. These will include international human clinical trials, acute surgical intervention, drug & gene therapies and neurorecovery projects. Through education and our comprehensive sport specific prevention platforms we will change the mindset of the participants from the grassroots up. Supported by our website and on-location seminars we are able to instill the principles of respect and safe play values in sport today to prevent and bring awareness to neurotrauma injuries.

HOW DOES IT WORK?

A % of funds are used for research, awareness and prevention programs



We partner with local neurotrauma charities & not-for-profit organizations to organize SFAC events



Remaining % of net funds raised stays in the community

*Partner charities may choose to donate the remaining funds back to the SFAC campaign



RESEARCH



AWARENESS



PREVENTION

RESEARCH AWARENESS PREVENTION

WHAT IS NEUROTRAUMA?

Neurotrauma describes two complex conditions: acquired brain injury (ABI) and spinal cord injury (SCI).

ACQUIRED BRAIN INJURY

Acquired Brain Injury (ABI) is defined as damage to the brain that occurs after birth. It can happen to anyone in an instant. ABI is a catastrophic injury that can result in a variety of difficulties including: cognitive, physical, social and psychological. These difficulties can create challenges throughout the person's lifetime.

ABI can be traumatic or non-traumatic. Concussion/mild TBI (mTBI) is the most common form of traumatic brain injury. While most people will recover from a concussion within a relatively short period of time, up to 20% of those injured can continue to experience significant symptoms beyond three months. Concussion can happen to anyone from the very young to the very old, regardless of age.

SPINAL CORD INJURY

A spinal cord injury (SCI) is a traumatic injury to the spinal cord that leads to varying degrees of motor and/or sensory deficits and paralysis.

It can happen to anyone - a teenager diving into a lake while on a summer holiday, a farmer working outside doing everyday chores or a mother involved in a car collision. Spinal cord injury can lead to permanent paralysis and the inability to walk.

Neurotrauma has a severe human and economic impact. It affects individuals, families and also their communities, as a range of support and services are needed to assist the person who sustains a neurotrauma injury to live and participate in their community.

1,275,000 Americans and
86,000 Canadians
living with spinal cord injury

Personal and system costs of those
living with SCI can range from
\$1.5 million - \$3.0 million
a year per individual

Those living with traumatic SCI are
2.6 times
more likely to be re-hospitalized

Hospitalization alone of people with SCI costs
North America's Health Care System an estimated
\$500 billion

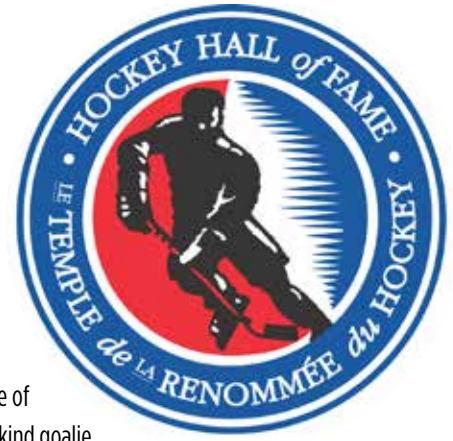
Estimated that at this time
4 to 5 million
concussions occur annually

39% the amount by which cumulative concussions are shown to increase catastrophic head injury leading to permanent neurologic disability

An estimated **6.3 million**
North Americans live with a traumatic
brain injury-related disability

Statistical data can be provided as it relates to neurotrauma injuries but the impact of a neurotrauma injury on family, friends and the community can be devastating. Our goal is to unite the neurotrauma community to address the needs of those with brain and spinal cord injuries by funding research, prevention, treatment and cure.

Shoot for a Cure at the Hockey Hall of Fame



Shoot for a Cure is excited to be returning to the Hockey Hall of Fame. Fans can now enjoy the Shoot for a Cure Slapshot Trivia Game, which uses four unique game play formats: *Shooting Drill*, *Starting Line Up*, *One on One*, and *Photo Op*. Up to eight contestants at once can participate in a 10-minute trivia game on interactive kiosks, answering a multitude of different questions from hockey knowledge to pop-culture.

The Hockey Hall of Fame (HHOF) and Shoot for a Cure (SFAC) have a rich history of events and promotions together, most notably the HHOF Legends Weekend. The weekend begins Friday evening at the Air Canada Centre (ACC), with the Hockey Hall of Fame Game, featuring the Toronto Maple Leafs. Saturday's activities at the HHOF include a fan forum with the current year's inductees, and Sunday, the HHOF has an autograph session featuring the captains of the HHOF Legends Game, where two Hall of Famers captain teams made up of legendary NHL stars in a fun and exciting hockey game. SFAC has participated in the selling of 50/50 tickets with proceeds supporting the SFAC campaign, and has also been featured in the ceremonial puck drop prior to the start of the Legends Game. The induction ceremony caps off the weekend on Monday evening with a gala celebration, where the current year's inductees are formally introduced at the Hockey Hall of Fame.

Shoot for a Cure's history at the Hockey Hall of Fame includes the One of Kind Mask Auction, where one-of-a-kind goalie masks were created for and autographed by each of the players from the HHOF induction weekend. The masks were then auctioned off and the winning bidders had their names added to the masks and placed on display in the HHOF.

Shoot for a Cure, along with other supporting sponsors, have hosted a Casino night fundraiser at the Hockey Hall of Fame, with funds being put towards research, prevention, treatment and cure for those suffering from brain and spinal cord injuries. NHL celebrities and broadcasters joined in the fun, playing in the tournament and signing the finals table.

The growth of this partnership can be attributed to the past success, passion and excitement the HHOF has demonstrated towards Shoot for a Cure as well as the valuable contributions. SFAC originated with its focus on hockey and has since grown to support many other sports. It is tremendous to have this partnership with the HHOF as it brings SFAC back to its initial roots. SFAC is honored to continue the tradition of being associated with HHOF, it is a true privilege to be a part of the team.

Shoot for a Cure is very excited for this partnership announcement and is looking forward to the upcoming season and all it has to offer. We want to thank the Hockey Hall of Fame for their continued support of the Shoot for a Cure fundraising campaign. 📍



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PHOTOS: **1** Barry Munro (SFAC Co-Chair) drops the puck at the 2009 HHOF Legends game for Bryan Trottier and Viacheslav Fetisov while the 2009 inductees look on. **2** Shoot for a Cure brings the Shooter Tutor to the festivities at the Legends game. **3** Shoot for a Cure volunteer 50/50 ticket sellers at the Air Canada Centre.



THE 2016 WAYNE GRETZKY ICE HOCKEY CLASSIC

The Ice Hockey Classic hosted by Wayne Gretzky in 2016 drew record crowds throughout Australia allowing NHL, AHL and ECHL players to show off the fastest sport on the planet. John Scott, Adam Cracknell, Scott Darling, Ben Scrivens, Brandon Bollig, Bryce Salvador, Scott Hannan, and others teamed up for their respective Canadian or American team to challenge for the CUP.

While showcasing top quality ice hockey, the Ice Hockey Classic raised awareness and funds for the StopConcussions Foundation in association with Shoot For A Cure and Brain Injury Australia. The Wayne Gretzky Foundation generously donated \$15,000 to the Shoot For A Cure campaign.



PHOTO CREDITS: GETTY IMAGES, FERN PHOTOGRAPHY, ZERO PRODUCTIONS



"Over an estimated 47,000 fans across Australia from Melbourne, Perth, Adelaide, Sydney and Brisbane experienced one of the biggest rivalry in the game of hockey today, Canada versus USA. It was very special to have The Great One in Sydney with us!" states co-creator of the Ice Classic Series, Kerry Goulet.

EVENTS:

10TH ANNUAL P.I. LAW CHARITY HOCKEY CHALLENGE

CSRO celebrates 10 years of this successful hockey tournament! Six teams took to the ice for a chance to win the Collins Barrow Cup at the 10th Annual P.I. Law Charity Hockey Challenge. This event features Plaintiffs, Defendants, and even some honorable Judges from the personal injury law community. We were fortunate to have almost 100 participants skating for spinal cord injury research.

Held on Thursday, April 7th at Canlan Ice Sports Etobicoke, the event brought in \$52,138.29 for our Shoot for a Cure Campaign. Congratulations to the team from Zuber & Co. for beating out the LoFranco Corriero team during a tight final match and winning the gold! We would like to thank Michael Henry and the team at Howie, Sacks & Henry LLP for their organizing efforts!

Thank you to our sponsors, donors and participants for your support in this great event. 🏒

PHOTOS: Photo of the sponsor banner, and of Team Zuber & Co, 2016 Champions. Mike Henry (tournament chair) making his speech, an on-ice action shot, and the cheque presentation from the P.I. Lawyer Hockey tournament.





33RD JOHNSON & JOHNSON INTERNATIONAL HOCKEY CUP 2016

Saturday, April 16, 2016, Philadelphia, PA. Over 30 teams featuring players from USA, Canada, Russia and Switzerland competed in the 33rd annual Johnson & Johnson International Hockey Cup. This event allows employees from the Johnson & Johnson family of companies to meet and compete against their peers from all over North America and Europe.

This event is a major fundraiser for the Shoot for a Cure campaign, benefiting StopConcussions Foundation, the American Spinal Research Organization, and the Canadian Spinal Research Organization. Shoot for a Cure sends out a big thank you to Kevin Mathers from the Johnson & Johnson family of companies for taking the lead in organizing this great event.

Players with the top fundraising totals get to play in a Fantasy game with former NHL and international hockey stars. This year's celebrity players included John Ogradnick (NY /Detroit), Denis Maruk (Minnesota / Washington), Bryce Salvador (New Jersey), Christian Hanson (Toronto), Brianne McLaughlin (USA Women's

Olympic Silver Medal), Tessa Bonhomme (Canada Women's Olympic Gold Medal), and Jim Dowd (New Jersey, Minnesota, Philadelphia). Coaches for the fantasy game were former Philadelphia Flyers' captain Keith Primeau, and 5 time NHL All-Star Brian Propp.

This year's Johnson & Johnson International Hockey Cup raised \$225,000, surpassing last year's record total. The event also celebrated a major milestone, having raised \$1,000,000 to date for the ASRO, CSRO, and StopConcussions.

New this year was the Big Team Trophy, awarded to the top fundraising team at the Johnson & Johnson International Cup. Team Janssen Canada were awarded the trophy for 2016, bringing in over \$14,000. Congratulations to Janssen Canada – and don't forget to bring that big trophy with you next year in Toronto, April 22, 2017. 🌐

PHOTOS: Alex Gorski, Kevin Mathers and Hussein Manji from Johnson & Johnson present a cheque to Barry Munro and Kerry Goulet. Team photo with cheque presentation.



EVENTS:

INAUGURAL SHOOT FOR A CURE GOLF TOURNAMENT

On September 26, 2016, we hosted our 1st Shoot for a Cure Golf tournament, and although the weather was not on our side, it still was a tremendous success!

We had 80 golfers at the Royal Woodbine Golf Club, in Etobicoke. They were welcomed with a BBQ lunch and a raffle table full of great prizes to be won. Even though the golfers weren't able to hit the greens due to the rain, they still enjoyed a cocktail reception to mingle and an exciting live auction. During the cocktail reception we had appearances from NHL All Star MVP John Scott as well as other NHL players Zenon Konopka, and NHL Alumni, Ron Ellis and Adam Bennett.

We are happy to announce that from our inaugural golf tournament, we were able to raise \$8,000 for the Shoot for a Cure Campaign!

On behalf of Shoot for a Cure, Canadian Spinal Research Organization and StopConcussions, we would like to extend our thanks to all of our sponsors, participants and volunteers who helped make this event the success it was. 🌐

PHOTOS: Barry Munro and Kerry Goulet pose with hockey celebrities Zenon Konopka, Ron Ellis, Adam Bennet, John Scott, Josh Brittain. John Scott practising his putting. Photos By John Cavers



ALL TERRAIN MOTO EXPO

We are pleased to announce the first year of the "All Terrain Moto Expo" took place in Whistler, B.C. at the magnificent Callaghan Olympic Park on September 3rd and 4th, 2016. The first ever on and off road Moto Expo featured Dual Purpose and Adventure machines and riders in the perfect Sea to Sky setting as well as exhibition of all-terrain vehicles from major manufacturers, such as KTM, BMW, Ducati, Honda, Kawasaki, Suzuki, Polaris, Beta, Land Rover, Jeep, Audi and many more.

Various activities took place throughout the weekend, including a practise freestyle airbag, Battle of the Tribute Bands and incredible stunt shows by Brett Turcotte, Christian Gagnon, and Geoff Kyle.

"British Columbia is happy to be building up awareness for neurotrauma research and awareness at the first All Terrain Moto Expo in Whistler, and we're looking forward to growing the Shoot for a Cure Motorsport fundraising campaign in 2017" – Eduardo Vazquez-Vela, Event Coordinator.

Shoot for a Cure would like to recognize the Four Seasons Resort and Residences Whistler for their amazing hospitality and for being a key partner in the event. A heartfelt thank you goes out to Eduardo Vazquez-Vela and Barry Sherman for all of their hard work coordinating the event and helping us with our mission to bring awareness to neurotrauma injuries.



Donate a Photo – Coming Soon to Canada!

Everyone loves posting pictures of themselves, their friends and family all over social media. Have you ever wondered if your photos could do something more than get likes and shares on Facebook, Twitter, and Instagram? Thanks to Johnson & Johnson's Donate a Photo app, you can turn your pictures into dollars for a charity of your choice. Shoot for a Cure raised thousands of dollars in the spring by participating in Donate a Photo, which is currently only available in the U.S., Japan, and the UK. This program is coming to Canada very soon, and we want to make it bigger and better.

How does this work? It's easy enough for anyone to participate. Go to the app store for your mobile device and find the Donate a Photo app. Download the free app, and you're ready to start.

For each photo you donate, Johnson & Johnson will give \$1 to Shoot for a Cure. Sharing your photo also raises awareness for your cause, and can inspire your friends and family to donate their own photos. Each donor can submit one photo per day during their charity's campaign, which lasts 90 days. Morning selfie? Tomorrow's sunset? Crazy cat photo? Any of these can be donated and turn into a dollar for Shoot for a Cure. More importantly, share your photo with your social media contacts, and they can also transform their photos into dollars for Shoot for a Cure!

Visit us at www.shootforcure.org to find out more and to get a notification when Donate a Photo is active in Canada. 🌐

Follow us on Twitter: @shootforcure

Like us on Facebook @SFACCampaign



RESEARCH AWARENESS PREVENTION

HOW THE FUNDS ARE DEDICATED

SFAC directs the money raised to two key channels. One is to fund research for spinal cord injuries; focusing on studies and research conducted internationally, ranging from North America, Europe and Australia. An example of one of the on-going studies is the Riluzole Multi-Centre Trial, whose purpose is to evaluate efficacy and safety of riluzole, a drug that aids in preventing cell death, in the treatment of patients with acute spinal cord injury. Another study is Neuro-Recovery, part of a larger network, which includes the goal to understand the effects of a standardized whole body weight support treadmill training program on neuro-recovery. These are just two of the many ongoing projects.

The second channel funds concussion and neurotrauma education and awareness for all sports. StopConcussions, co-founder of the Shoot for a Cure Campaign, has been able to develop a prevention program, which is meant to be a comprehensive prevention platform to guide, assess and intervene in sport. A manual outlining this program created by Malcolm Sutherland and supported by Kerry Goulet is the first of its kind. Starting with the Safe Sport Seal© program for hockey, teams can now determine where, when and how to focus their energy and resources into improved safe sport outcomes, thus reducing the risks of spinal and head injury in sport.

For more information on the research being conducted or the prevention platform and manual and how to obtain a copy, please contact us at www.shootforcure.org.



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