



**Arizona Interscholastic Association**  
7007 N. 18<sup>th</sup> St; Phoenix, AZ 85020  
602-385-3810; fax: 602-385-3779

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## NEWS RELEASE

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### **AIA ANNOUNCES PARTNERSHIP WITH ARIZONA SPORTS CONCUSSION CENTER**

PHOENIX, AZ (June 7, 2010) – The Arizona Interscholastic Association (AIA) is proud to announce a new multi-year partnership with the Arizona Sports Concussion Center (ASCC), LLC.

The AZ Sports Concussion Center is now the exclusive Sports Concussion Program Manager and ImPACT neurocognitive baseline testing company to Arizona's High School athletes.

ASCC's use of the ImPACT testing technology for obtaining baseline test results provides team physicians and medical professionals critical data when compared to an injured athlete's post injury ImPACT test results. These test comparisons, as part of a medical professional's overall concussion management plan, assist in promoting safe and timely "Return to Play" decisions for Arizona's High School athletes.

"At the AZ Sports Concussion Center, we are passionate about keeping high school athletes' brains healthy, and through education and testing, we can minimize and avoid serious Post Concussion Syndrome situations and life changing Second Impact Syndrome (SIS) outcomes, which can lead to permanent brain injuries, or even death," Mickey Cummings, CEO of AZ Sports Concussion Center, said. "We can avoid these outcomes by making sure athletes' do not return to play before their brain injuries have fully recovered, and ImPACT testing is an important part of that decision process."

The AIA has applied for Grants, and has asked for community financial support to bring concussion testing to as many contact/collision sport athletes as possible. There are around 55,000 of these athletes in AIA sanctioned sports. The AIA has secured preferred pricing from the ASCC, and those ready to test, or view ASCC Newsletters should visit the ASCC website at [www.azsportsconcussion.com](http://www.azsportsconcussion.com). Please visit the AIA website, [www.aiaonline.org](http://www.aiaonline.org), to access more information about the ASCC.

"Our partnership with the ASCC provides our high school athletes with access to ImPACT neurocognitive testing and concussion education on a preseason-pre injury basis, at a reasonable price, through sponsorships, grants, team fundraising, or parent contributions," Chuck Schmidt, AIA Chief Operating Officer, said. "It's what is provided for both Professional athletes (NFL, MLS, NBA, etc) and NCAA student-athletes, and a necessity for our high school kids"

**AIA media contact:** Brian Bolitho, Director of Business Media, [bbolitho@aiaonline.org](mailto:bbolitho@aiaonline.org), 602/385-3822

**AZ Sports Concussion Center media contact:** Mickey Cummings, CEO, [mc@azsportsconcussion.com](mailto:mc@azsportsconcussion.com), 480-621-7733