

For Immediate Release

Sports Injuries In Youth Becoming an Epidemic as Young Athletes Overuse Their Bodies and Strike Out Too Early

Bay-Area Orthopedic Surgeon Partners with the National STOP Sports Injuries Campaign to Help Young Athletes Play Safe and Stay Healthy

Bradenton, FL, April 12, 2010— STOP Sports Injuries is a national campaign trying to keep children and teens out of the doctors' office. Every year, more than 3.5 million kids, 14 and younger are treated for sports injuries. That is why Dr. Daniel Lamar, Coastal Orthopedic Surgeon and a team doctor for the Tampa Bay Buccaneers, has partnered with the campaign to help educate schools, young athletes and their families to help prevent athletic overuse and trauma injuries in children.

"I'm pleased to be teaming up with an organization that is focused on such an important cause," said Dr. Lamar. "The increasing impact of sports injuries in kids is alarming and I look forward to possibly extending a child's athletic career by providing them with the playbook on sports injury prevention."

Dr. Lamar and Coastal Orthopedics are in good company because, many other national organizations such as, the American Orthopaedic Society for Sports Medicine, American Academy of Orthopaedic Surgeons, American Academy of Pediatrics, American Medical Society for Sports Medicine, National Athletic Trainers' Association, National Strength and Conditioning Association and Safe Kids USA are also partnering with the STOP Sports Injuries campaign.

According to the Centers for Disease Control and Prevention (CDC), more than half of all sports injuries in children are preventable. This statistic proves that open communication and education between everyone involved in young athletes' lives can help reverse this trend. With a focus on safety as a main priority for the campaign, STOP Sports Injuries and participating partners, have created easy to follow sports injury prevention tips to help raise awareness to the cause.

Sports participation can not only help a child stay healthy but also help improve on a child's confidence, teamwork and communication skills. Through injury prevention education a child can build a healthy body and mind. For more information on the initiative and to sign *The Pledge* visit the campaign website at www.STOPSportsInjuries.org.

The community is invited to a free lecture where Dr. Lamar will be discussing the topic of "Preventing Sports Related Injuries". It will take place on Tuesday, April 13, 2010 at 4:30 p.m. at Lakewood Ranch Medical Center, in Conference Room 1; refreshments will be served.

About Coastal Orthopedics & Sports Medicine

Coastal Orthopedics & Sports Medicine has been serving the Bradenton-Manatee area for over thirty years. The company strives to repair and heal injuries relating to the entire musculoskeletal system. Coastal Orthopedics is comprised of a group of over 20 specialty and sub-specialty trained orthopedic surgeons and pain management physicians focusing on the care and treatment of patients. With surgeons ranging in specialty care in sports medicine and rehabilitation, patients can be treated for athletic injuries as well as restoring function and activity through non-surgical, physician-guided strengthening, therapy, medications, injections, and stretching. For more information visit www.coastalorthopedics.com.

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