

For Immediate Release

STRAIGHT FROM THE TAMPA BAY BUCS SIDELINES TO MANATEE HIGH FOOTBALL PROGRAM

Bradenton, FL (August 27, 2010) — Already hard at work as a team physician for the Tampa Bay Buccaneers, Coastal Orthopedics surgeon Daniel Lamar, MD hits the Manatee High sidelines tonight as the team's new Medical Director. He'll provide his sports medicine expertise to the football team as they make their season debut on national television. Ranked number 8 on USA Today's list of top high school football teams in the nation, tonight's preseason game will be televised on ESPNU.

As a former starting wide receiver and a Manatee High graduate, Dr. Lamar is familiar with the evolving landscape of high school sports. "Advancements in technology have brought many changes to the sport. High schools including Manatee are investing in the future of their players by following the example of collegiate programs," says Dr. Lamar.

Not long ago, high school sports were seen as recreational activities to keep kids out of trouble. Now, with state of the art training facilities and athletic budgets on the rise (note one Texas high school's new stadium reported to cost \$59.6 million), high schools are starting to see the importance of successful athletic programs in order to bring them recognition and championships. But the increased level of play brings greater concern of injury, which is why teams are enlisting the expertise of physicians like Dr. Lamar.

"Manatee's investment in their well-accomplished athletic program can only benefit young players by giving them the platform to continue to succeed onto the next level," says Dr. Lamar. "I'm grateful to play a part in their athletic future."

Manatee's overall success in past seasons garnered the attention of ESPN. As a "National Game of the Week," the Hurricanes will make their season debut as they take on Henry B. Plant High School on August 27th, with kick-off and simulcast beginning at 7 PM.

****Interview Opportunity****

Dr. Lamar will be available for on-air interviews from the sidelines, before and after the game on Friday, August 27th.

About Coastal Orthopedics & Sports Medicine | Pain Management

Coastal Orthopedics has been serving the Sarasota-Bradenton 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 15 specialty and sub-specialty trained orthopedic surgeons and pain management physicians focusing on the care and treatment of patients. With physicians and surgeons ranging in specialty care in sports medicine, joint replacement, pain management and rehabilitation, patients can be treated for athletic injuries as well as restoration of 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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