

Keith Primeau Joins the Play it Cool Team

With the current controversies surrounding concussions, headshots and hitting from behind at the forefront of media discussion, Keith Primeau has joined forces with Shoot For A Cure campaign's (SFAC) Play it Cool prevention program to keep the game safe.

Barry Munro, the President of Canadian Spinal Research Organization, (CSRO) who created both the SFAC platform as a fundraising campaign, and Play it Cool as its prevention program, is extremely excited to have such a character person leading the troops. "Keith Primeau was not only one of Canada's best hockey players and ambassadors, he is a first class human being. His dedication and sincerity to our cause is second to none and we are so honored to have him on our team." says Munro.

Primeau is from Whitby, Ontario where he and his brother grew up playing hockey. After a successful junior career, Primeau moved onto the NHL where he played 15 seasons and 909 games. Primeau currently resides in Voorhees, NJ with his wife Lisa and four children Corey, Kylie, Chayse, and Cayden and is still very active in hockey through teaching and coaching.

Primeau became involved with SFAC during his playing career in support of their spinal cure research initiative. He is extremely proud and pleased to be asked to be a part of the new Play it Cool Program and has a special interest as his career was shortened due to concussions.

"I want to make a difference and help keep this game safe," says Primeau. "I know that I can't reverse the injuries I sustained in hockey, but I certainly can help future generations to prevent the same things from happening to them. That is why I chose to donate my brain to the Sports Legacy Institute for research and why now I want to lead the charge to create a safer environment for all kids to play hockey through the Play it Cool Prevention Program."

Primeau is most importantly interested in how Play It Cool can have an impact on reducing the numbers of those affected by post concussion syndrome and head trauma. He has assumed the responsibility as a leader of this initiative, just as he did during his days as captain of the Philadelphia Flyers. Primeau believes that Play it Cool is a strong program that is helping to create the education and awareness needed to prevent catastrophic injuries in today's game.