



MINNESOTA VIKINGS

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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HALL OF FAME RANDALL McDANIEL TO TEAM UP WITH BRAIN INJURY ASSOCIATION OF MINNESOTA TO EDUCATE YOUTH ON BRAIN INJURIES; HOW TO “PLAY HARD BUT PLAY SAFE” AT MINNESOTA VIKINGS YOUTH FOOTBALL CAMP

Sports related concussions occur in over 50,000 high school athletes each year, accounting for 20 percent of all brain injuries. According to David King, Executive Director of the Brain Injury Association of Minnesota, "As an advocacy organization, our Association wants to ensure that our young athletes are educated and protected as much as possible when it comes to sports related concussions – which is a brain injury."

Randall McDaniel, former Minnesota Viking, will be teaming up with the Brain Injury Association of Minnesota to help raise brain injury awareness and change the "old-school attitudes about brain injuries in sports. We must educate young athletes, coaches and parents," McDaniel said. "To recognize the warning signs of brain injuries and ultimately find ways to prevent them. I want to educate young athletes to learn to play hard – but play smart. We all must realize there is nothing more important than the safety of your brain as a brain injury can change your life forever."

Who:

Randall McDaniel, former Minnesota Viking guard and 2009 Pro Football Hall of Fame Inductee
Jeff Robinson, Pro Scout, Minnesota Vikings
David King, Executive Director, Brain Injury Association of Minnesota
Pete Klinkhammer, Associate Director of Services, Brain Injury Association of Minnesota
Pat Marciniak, Public Awareness Director, Brain Injury Association of Minnesota

What:

Announce partnership between the Brain Injury Association of Minnesota and Randall McDaniel – McDaniel will discuss his involvement with the Brain Injury Association of Minnesota to educate youth about brain injuries and how to "Play Hard, Play Safe"

Representatives from the Brain Injury Association of Minnesota will discuss the importance of sports safety, concussion awareness and prevention

Announce Randall McDaniel as the Honorary Ambassador of the Brain Injury Association of Minnesota's 9th Annual Walk for Thought on September 25, 2010 at Como Park

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When:

Wednesday, June 16, 2010 from 10:00 to 10:45 am (if there is rain, the presentation will take place inside Parade Ice Arena)

Where:

**Minnesota Vikings Youth Camp
Parade Stadium
600 Kenwood Parkway
Minneapolis, MN 55403**

Following the Media Briefing and Presentation there will be time for either additional questions or short 1:1 interviews with Randall McDaniel or other speakers.

About Randall McDaniel

McDaniel has been regarded as one of the NFL's finest offensive lineman during his 14-year career in which he was a fixture at left guard and named to an NFL-record of 12 consecutive Pro Bowls (1989-2000). Noted for his unbelievable ability to overpower any opponent with quickness and power, McDaniel spent his first 12 seasons (1988-1999) with the Minnesota Vikings and last two seasons with the Tampa Bay Buccaneers (2000-2001). His awards are numerous and include: the Minnesota Vikings 40th Anniversary "All Time" Team in 1999; induction into the Minnesota Vikings Ring of Honor in 2006; "Eleven Who Care" Community Service Award in 2008, and in 2009 McDaniel was enshrined into the Professional Football Hall of Fame. Today he works with youth as a Special Education Basic Skills Instructor in the Westonka (MN) School District and dedicates his life to numerous community activities.

About the Brain Injury Association of Minnesota

Celebrating 25 years of service, the Brain Injury Association of Minnesota is the only statewide nonprofit organization dedicated to serving the 100,000 Minnesotans (12,000 children and young adults), who live with a disability due to brain injury, their loved ones and the professionals who work with them. The Brain Injury Association of Minnesota has programs and services designed to enhance the quality of life and bring the promise of a better tomorrow for all persons affected by brain injury. For more information, please visit www.braininjurymn.org or call 800-669-6442.

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