



PRESS RELEASE

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NEW APP ADDRESSES ABUSE REPORTING IN SPORTS

Toronto, ONT, March 25, 2019:

In response to the public outcry to the recently reported incidents of sexual abuse in sport, Player's Health is launching abuse and misconduct reporting software. This state of the art software is free to sports organizations, schools, and athletes. The Player's Health Protect allows for athletes to report abuse and misconduct privately, anonymously and is easy to use for coaches, administrators and athletes of all ages.

The Player's Health Protect app was developed to provide an anonymous solution for athletes to report threats, hazing, and abuse that sometimes occur without notice. It is part of a suite of risk management software created to support the holistic health of athletes in amateur sports. Sports associations and athletes can use the entire suite or just one of the apps.

"Our primary mission is the safety of young athletes," says Tyrre Burks, CEO, Player's Health. "I love everything about sports and what I love about sports isn't what we are seeing in the headlines right now. I want to remove the darkness in sport and make it a great experience for everyone." Burks says. "As an athlete, parent and coach I have witnessed first hand how difficult some of these challenges can be and developed these tools in response to my own experiences."

The Player's Health apps are new in Canada and have been successfully adopted by prominent organizations in the United States, such as Steel Sports.

Since its launch four months ago, the app has grown to 70,000 users and has 40 documented abuse incidents reported with 35 of them being actionable.

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The product suite also includes an injury management platform, which ensures athlete safety by creating injury reports, managing concussion return-to-play, communicating updates, and reducing liability to the sports organizations and teams. The Player's Health Rehab injury platform supports athletes and coaches in knowing when it's safe to return to the sport after an injury.

The aggregated data gives associations, teams, and parents the knowledge to do what is best for these athletes. This gives the sports association a clear benchmark of their ability to provide safety in sport and then improve on those results through a scientific and measurable approach.

"First and foremost is the concern for every young athlete's safety," says Neil Mitchell, President Player's Health Cover, "By properly managing that, we can learn how to better prevent, manage and mitigate risks for all youth athletes and all organizations."

The multi-pronged support ensures that the athlete is cared for from all angles giving them the best opportunity to have their needs addressed in a timely manner and thereby have the best outcome for healing and wellness.

Michelle Peterson, an expert in sport organization abuse prevention, Colorado has spent twenty two years as an expert in preventing, investigating and researching the field of child abuse and says that even though there are policies and procedures in place for reporting, historically children and youth have a hard time reporting abuse.

"If the process is complicated at all, we know they won't report it." says Peterson. "There are just too many obstacles to overcome. Kids are on their phones all the time," she says. "This is a tool they use, so it's easier for them to report."

Peterson says that in these situations the coaches have the power to threaten the success of the athlete and this is another reason why they are reluctant to come forward. She says research shows that children and youth don't tell their parents. Most reports of abuse come from parents or from adults who are finally comfortable enough to report on the abuse that occurred when they were a child, which means a lot of young athletes are staying quiet about their abuse.

"I've been telling young athletes and my clients for years to 'tell someone' and still the only reports were coming from parents bringing their concerns forward," says Peterson. "The first athlete direct report came in from the app."

For additional information visit: <https://playershealth.com/>

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PLAYER'S HEALTH

BACKGROUND

Player's Health was created to empower athletes to engage with the purity of sport while creating the safest environment for athletes to do what they love. We are a sport's services organization that places the health and safety of an athlete above all. We believe that as a for-profit organization, we have a personal mandate to do meaningful work and continue to make impact in the world.

Player's Health Mission

The mission is to provide accessibility to professional safety and wellness tools for all sports organizations so they can nurture the athlete to enjoy the sport and perform at their highest level.

Values

- Humility
- Honesty
- Hungry
- Resiliency
- Compassion
- Accountability
- Commitment

Key stakeholders/company owners

Tyrre Burks - CEO and Founder

Neil Mitchell - President, Player's Health Cover

Christopher Pesigan - COO

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EXECUTIVE BIOS

Tyrre Burks

Founder/CEO

Tyrre Burks is a motivated Entrepreneur born and raised on the Southside of Chicago with his younger brother and single mother. Tyrre attended Harper College and transferred to Winona State University. Burks lost his mother in 2007 to a car accident involving a drunk driver, leading to the guardianship of his younger brother at the age of 24. Remaining dedicated to his family, education, and his love of the game, Tyrre became a quick stand out at WSU as a wide-receiver. After graduating from Winona State University, Burks went on to play football professionally in Europe and the CFL (Canadian Football League.)

Unfortunately, his entire football career was plagued by injuries and ultimately came to an end by the time he was 23 years old. Although injuries cut Tyrre's football career short, they also gave him insight into a problem that needs to be solved, which led to the creation of Player's Health in July of 2015. He believes the more we know about the environment we are exposing our children to, the safer we can make the sports they play everyday.

Burks currently resides in Minnesota with his beautiful wife Jennie, daughter Brooklyn, and son DaMarcus.

Neil Mitchell

President, Player's Health Cover

Neil is an insurance professional who has spent a career building and creating innovative solutions for clients. Neil's strengths are based on many years of building strong relationships, and managing and leading teams throughout the insurance value chain as well as business and product development. Neil uses a strategic and forward thinking - out of the box approach to solving client problems and discovering untapped blue ocean opportunities. Over the years Neil has been successful in applying his out of the box thinking to client problems and developing unique solutions that create value for others.

Neil's primary role at Player's Health is to expand its innovative approach of ideating and creating digital risk services and insurance solutions for global markets. Neil was attracted to Player's Health as it was a business that was purpose built around providing individuals and organizations with the resources to achieve their best. Player's Health is an opportunity to do good for others and to do it well.

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Christopher Pesigan

Chief of Operations

After playing Division 1 rugby for the University of Notre Dame and playing for a Filipino development side, Chris left behind his sports career and joined Ernst and Young as an auditor. After Ernst and Young, he worked for Rent Like A Champion (as seen on Shark Tank) as their first employee and the head of business development and finance for the organization. Chris has been working with Players Health for the last 3 years handling all finance and operations for Player's Health.

As a former athlete, sports was an integral part of my life and shaped who I became as a person teaching me humility, trust, competitiveness, and teamwork. However, having suffered multiple concussions and watching family members suffer the same fate, I am passionate about protecting the future athletes and the future of sport.

EXPERT BIOS

Michelle Peterson, M. Ed.

Michelle has spent her twenty two year career as an expert in preventing, investigating and researching in the field of child abuse. She is one of the most experienced and sought after forensic interviewers of children in the country in addition to being a court qualified national expert witness. She has conducted over 3,400 courtroom-ready recorded forensic interviews of children who have experienced abuse and or witnessed a crime.

Michelle has been in charge of child abuse investigations and training for years in one of the most admired Child Advocacy Centers in the country. As an expert in child abuse dynamics and investigations, Michelle has developed and delivered training programs for law enforcement, prosecutors and investigative team members. As an expert in the field of abuse, she has trained and educated parents, victim advocates, youth organizations and professionals who work with children on prevention, detection of abuse warning signs, awareness and reporting. She has been an independent consultant widely sought after by many public and private agencies.

Michelle has consulted many youth organizations on writing policy and procedure for keeping children safe and protecting the integrity of the organization. Michelle is the recipient of multiple honors for outstanding contributions in the service of victims. Peterson's education includes a Masters of Education and more than 1,500 hours of child abuse training. She is POST (Peace Officers Standards & Training) Certified Trainer. Michelle has participated on the Child Fatality

PLAYER'S HEALTH

Review Board (Arizona), the Child Abuse Investigation Policy and Procedure Board for Boulder County and is currently on the CART (Child Abduction Response Team) for Colorado.

In 2010 Michelle started Michelle Peterson Consulting MPC LLC and continues to educate, prevent and provide expertise in the field of child abuse.