Faces of CTE
Awareness Campaign
LAUNCH

FAMILIES OF CTE VICTIMS HAVE UNITED TO HELP COMBAT THE BRAIN TRAUMA PUBLIC HEALTH CRISIS IN SPORTS WITH A COMPREHENSIVE AWARENESS CAMPAIGN CALLED, "FACES OF CTE". THIS CAMPAIGN LETS YOU INTO THE REAL LIVES OF THE FAMILIES WHO'VE PAID THE ULTIMATE PRICE OF CTE AND ARE DETERMINED TO SAVE OTHER FAMILIES FROM SIMILAR TRAGEDY.

FIRST CTE AWARENESS DAY JANUARY 30, 2017

Press conference

St. Regis Hotel 1919 Briar Oaks Lane Houston, TX

Delegate Room1:00PM

- SOCIAL MEDIA CAMPAIGN
- #FACESOFCTE

FAMILIES ATTENDING CTE AWARENESS DAY PRESS CONFERENCE 1/30/17

- Mary Seau (Junior Seau) Hall of Fame NFL
- AUTHOR CYNDY FEASEL (GRANT FEASEL) NFL
- Deb Ploetz (Greg Ploetz) Texas Longhorns
- Karen & Doug Zegel (Patrick Risha) Dartmouth
- Nicki Langston (Zach Langston)
- FELICE LEEDS (PAUL PENDER) BOXING
- Debbie Pyka (Joseph Chernach) High School
- Jo Cornell (Tyler Cornell) High School
- TIFFANI BRIGHT & KIMBERLY ARCHIE (PAUL BRIGHT) HIGH SCHOOL

GOALS OF FACES OF CTE AWARENESS CAMPAIGN

- Raise awareness of CTE
- IDENTIFY & HELP THOSE EXPOSED/LIVING WITH CTE
- Increase Brain Donations to brain banks to further science
- PREVENT CTE BY PROMOTING FLAG UNTIL 14

FACES OF CTE ART EXHIBIT

During the press conference on January 30, 2017, LIFE SIZED CUT OUTS WILL BE DISPLAYED THROUGH OUT THE ROOM. COME SEE AND WALK THROUGH THE DISPLAY OF ATHLETES FROM KIDS TO THE PROFESSIONALS, WHO ARE THE "FACES OF CTE."

"FACES OF CTE" BOOK COMING FALL 2017

MORE THAN A DOZEN SPORT FAMILIES FROM DIFFERENT SPORTS, AGES AND BACKGROUNDS SHARE THEIR FAMILIES' JOURNEY THROUGH THE WORLD OF CTE AND HOW THEY TURN TRAGEDY IN TRIUMPH TO MAKE A DIFFERENCE AND ADVANCE THE SCIENCE.

CHAPTERS

- TYLER CORNELL
- PAUL BRIGHT JR.
- JOE CHERNACH
- GREG PLOETZ
- Patrick Risha
- JUNIOR SEAU

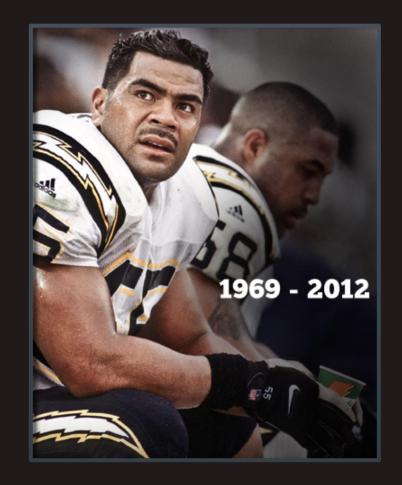
- Paul Pender
- DR. MIKE KING
- Zach Langston
- ROBERT LYTLE
- JEFF WINANS

- Justin Strzelczyk
- TYLER SASH
- Mike Jenkins
- Derek Booggard
- GRANT FEASEL

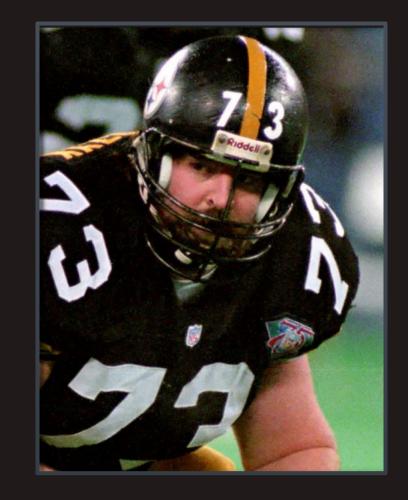
OTHER FACES OF CTE FAMILIES

- KEN STABLER
- Dave Duerson
- ZACH EASTER
- JEFF ASTLE

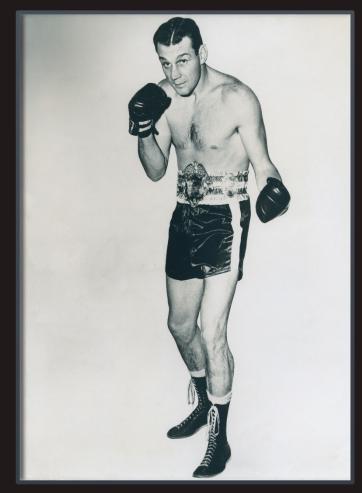
JUNIOR SEAU, AGE 43, STAGE II



JUSTIN STRZELCZYK, AGE 36, STAGE III



PAUL PENDER, AGE 71



Faces of CTE

DR. MICHAEL KING, AGE 65, STAGE II



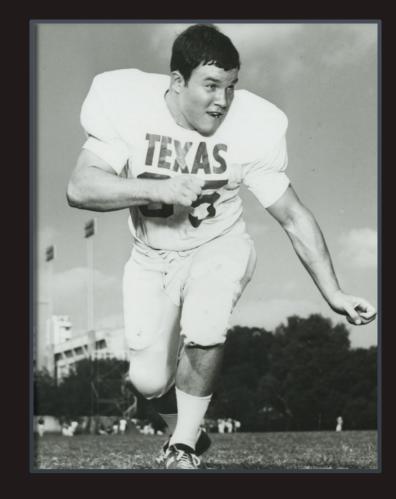
Faces of CTE

JOSEPH CHERNACH, AGE 25, STAGE II/III



Faces of CTE

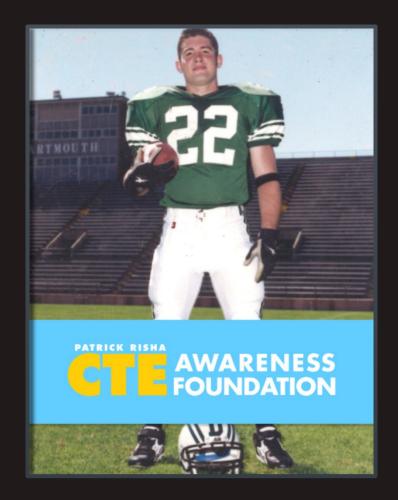
GREG PLOETZ, AGE 66, STAGE IV



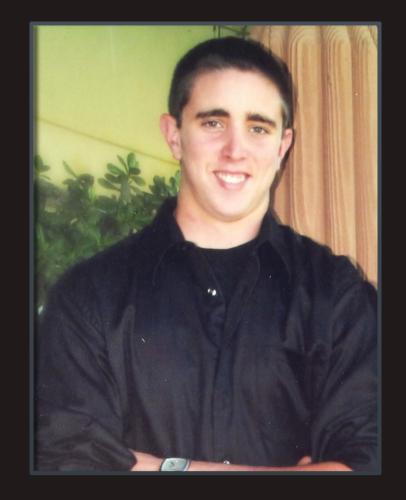
ZACH LANGSTON, AGE 26, STAGE II



PATRICK RISHA, AGE 32, STAGE II



TYLER CORNELL, AGE 25, STAGE I

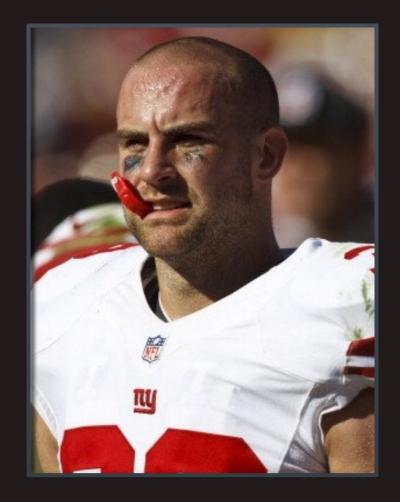


Faces of CTE

PAUL BRIGHT, JR., AGE 24, STAGE I



TYLER SASH, AGE 27, STAGE II

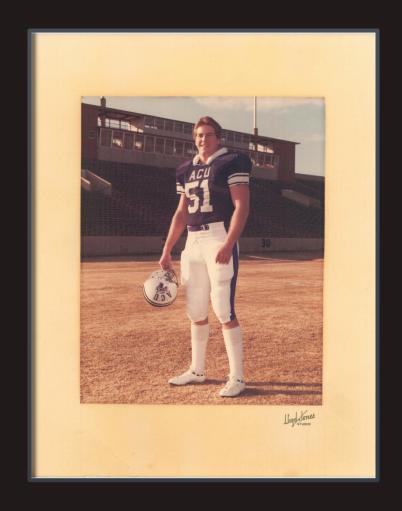


MIKE JENKINS, AGE 41, STAGE

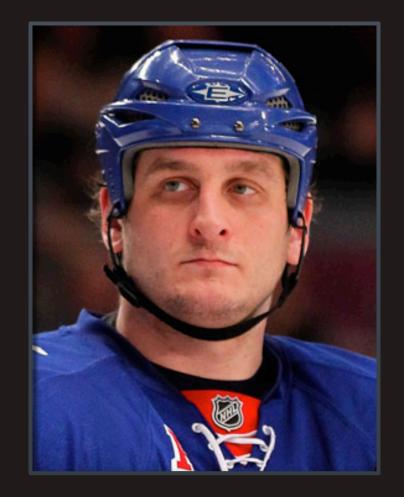


Faces of CTE

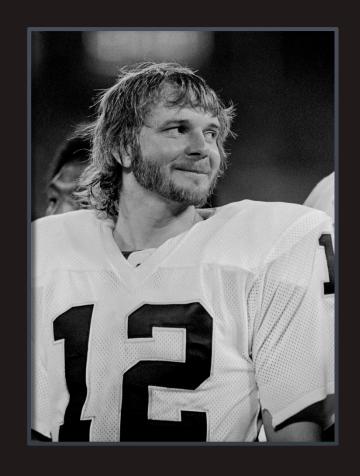
GRANT FEASEL, AGE 52, STAGE III



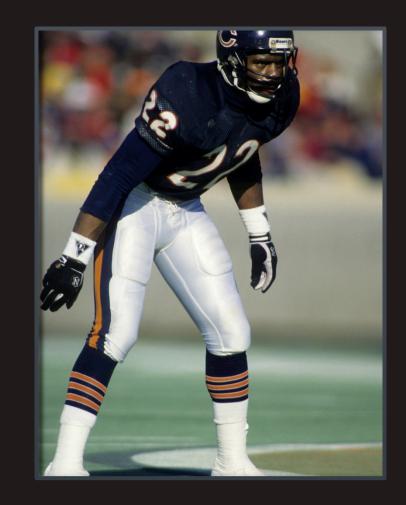
DEREK BOOGGARDS, 28, STAGE III



KEN STABLER, AGE 69, STAGE III



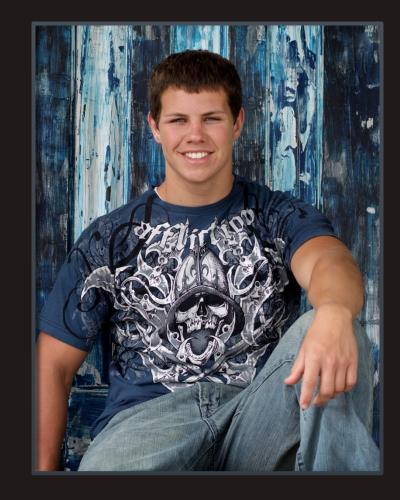
DAVE DUERSON, AGE 50



Jeff Astle, Age 60



ZACH EASTER, 24, STAGE II



FACES OF CTE

- Press Conference 1/30/17 Outline
- KIMBERLY ARCHIE "FACES OF CTE" AWARENESS
 CAMPAIGN LAUNCH
- CYNDY FEASEL CTE AWARENESS DAY 1/30/17
- Mary Seau Brain Donation
- LARRY MALLORY FLAG UNTIL 14

CTE STATISTICS

CHILD & AMATEUR ATHLETES

- 9 in 29 brains autopsied positive for CTE
- 48 IN 58 COLLEGE BRAINS POSITIVE FOR CTE

Professional Athletes

- 1 IN 3 ODDS OF A NEURODEGENERATIVE DISEASE FOR FORMER NFL PLAYERS
- 91 IN 95 FORMER NFL PLAYERS POSITIVE FOR CTE
- PRO FOOTBALL PLAYERS 4X GREATER RISK OF ALS