



**TORONTO, ON – May 21, 2009** – On Friday May 8, 2009, celebrities, business professionals and supporters of the Shoot For A Cure campaign gathered at the Hockey Hall of Fame to fPlay It Cool ‘Knock Out Concussions!’ Celebrity Poker Tournament. Presented by Betfair Poker, this event raised **\$20,000** for Play It Cool, a skill enhancement program of the Canadian Spinal Research Organization’s Shoot For A Cure campaign. Play It Cool aims to reduce the incidence of neurotrauma (concussion and spine) injuries in youth hockey.

Shoot For A Cure congratulates the Grand Prize winner, **Chris Tufford** who won a trip for two to Las Vegas. The organization also applauds the other prize winners:

2nd place Trevor Letowski  
3rd place Brian Rumble  
4th place Jim Trenholm  
5th place Jason McKersie  
6th place Michael Antczak

Shoot For A Cure would like to thank the event title sponsor, Betfair Poker, as well as sponsors WineOnline.ca and The Bottom Line for their generous contributions. The organization would also like to recognize all of the celebrities who attended the event and thank them for their support.

#### **About Play It Cool™**

*Play It Cool™ is a skill enhancement program of the Canadian Spinal Research Organization’s Shoot For A Cure campaign, which aims to reduce the incidence of neurotrauma (concussion and spine) injuries in hockey. The Play It Cool™ website is an online platform uniting hockey programs from across North America to ultimately promote a safer, more effective game of hockey. This combined approach teaches coaches, parents and kids that skill enhancement and education is the key to injury prevention. [www.playitcoolhockey.com](http://www.playitcoolhockey.com).*