

# Helmet Manufacturer Boosts Concussion Research

An endowment being administered by the NATA Research & Education Foundation got a boost in July when helmet manufacturer Xenith announced its intent to donate \$1 for the sale of every X1 football helmet – in perpetuity.

The money will go toward the Cantu-Guskiewicz Endowment supporting concussion research. Formed by leading concussion experts Robert Cantu, MD, FACS, clinical professor of neurosurgery at Boston University Medical Center, and adjunct professor, Department of Exercise and Sport Science, University of North Carolina at Chapel Hill; and Kevin Guskiewicz, PhD, ATC, FACS, professor and chair of the Department of Exercise and Sports Science at the University of North Carolina at Chapel Hill, the vision for the endowment is to provide research funding for young scholars with expertise in concussions.

The goal is to bridge the gap between sport concussion research and clinical practice for ath-

letic trainers working with their patients on a daily basis. In order to do so, a \$1,000,000 long-term goal has been established for the endowment. Once funded, annual income through the endowment mechanism will allow for ongoing research to be supported perpetually.

“Kevin and I are recognizing a long-held dream of facilitating dedicated research and a deeper scientific understanding of concussions,” Cantu said. “We are strongly committed to expanding this endowment well into the future with the help of valuable partners such as Xenith.”

Guskiewicz said the topic of concussion in sport provides a wealth of opportunity for increased knowledge and better athlete safety.

“The more we study head injuries, the more we discover about their long-term consequences, particularly in impact sports where concussions are more prevalent,” he said.

Joining with the personal commitments of Cantu and Guskiewicz, Xenith, LLC has commit-

ted to be a major contributor to the endowment.

“We are proud to partner with the NATA Research and Education Foundation,” said Vin Ferrara, MD, MBA, founder and CEO of Xenith. “We believe that research is critical to better protect our athletes from the dangers of concussive episodes.”

## About Xenith

Xenith is a company dedicated to reducing the risk of traumatic brain injury through innovation and education, and manufactures the new X1 football helmet. The X1 features Xenith Adaptive Head Protection technology, which reduces sudden movement of the head upon impact. It is available to teams nationwide and is accompanied by educational information about reducing the risk of head injuries. For more information, visit [www.xenith.com](http://www.xenith.com).

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