



Saskatchewan Brain Injury Association

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For Immediate Release

Former CEO of the Saskatchewan Roughriders, Jim Hopson speaking at Brain Injury Prevention Gala

Saskatoon – The Saskatchewan Brain Injury Association (SBIA) is thrilled to announce **Jim Hopson**, former President & CEO of the Saskatchewan Roughriders, is the key note speaker at the **2016 Brain Blitz Gala** on **Saturday, May 7th at TCU Place** in Saskatoon.

Hopson is well known for his leadership, under which the Roughriders became the Canadian Football League's strongest franchise, not only playing in the Grey Cup four times and winning twice, but also selling more team merchandise than the other eight CFL franchises combined. During his tenure the Roughriders eliminated their debt and saw a record-setting profit after winning the Grey Cup in 2013 on their home turf.

But his leadership extended beyond football and into the community, particularly into the brain injury community, where he launched the successful **Save Your Melon** prevention program encouraging helmet use when he accepted a voluntary position as the honorary spokesperson for SBIA.

"The partnership with Jim Hopson and the Saskatchewan Roughriders," said SBIA Executive Director Glenda James "has really made a difference for our organization, for our ability to develop a prevention program that catches people's eye and interest. We're very grateful for his idea. It has really helped our organization to fulfill our mission to prevent brain injury. The Brain Blitz is the primary fundraiser for this cause."

At the Gala, Hopson will be speaking about his decade with the Riders, and about the leadership style that made the success possible. The Brain Blitz is a unique opportunity for Rider Nation to hear from the leader behind all that Rider Pride and how that storied history evolved. His book will be for sale with photo and autograph opportunities.

It is also an opportunity to learn about a cause that touches Hopson personally. "With the evidence that is coming out in the NFL about former players suffering from the consequences of concussions later in life, you start thinking, 'I wonder how much that's going to impact me and my teammates?'...And of course, there are people who sustained serious head injuries that never fully recover." It is the reason that when asked to serve as SBIA's honorary spokesperson, he happily accepted.

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Get Your Tickets: www.sbia.ca/brain-blitz.aspx

For More Information: Phone: (306) 692.7242 Email: info_sbia@sasktel.net