

# SIDELINED USA ANNOUNCES FOUNDING SPONSOR TO SUPPORT MEDICALLY SIDELINED STUDENT-ATHLETES

NATA PRIORITIZES AND CONTINUES TO ADVOCATE FOR HOLISTIC ATHLETE HEALTH THROUGH STRATEGIC SPONSORSHIP

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**CHICAGO, IL., March 16, 2021** - Today [Sidelined USA](#), a 501(c)3 nonprofit organization serving and advocating for student-athletes whose athletic careers have been cut short due to a medically-forced exit from sport, announced the [National Athletic Trainers' Association \(NATA\)](#) as their first Founding Strategic Sponsor. Representing 45,000 members of the athletic training profession, NATA has demonstrated their commitment to holistic athlete care by building on their two year relationship with Sidelined USA to assist the young nonprofit in large scale impact and national advocacy for medically disqualified athletes.

Recognizing that a medically-forced exit from sport caused by career-ending injury, health condition, or concussions can be a devastating, life-altering event with significant and long-lasting psychological impact, the collaboration with the two organizations is designed to advance after-care best practices for medically disqualified student-athletes and provide specialized resources to athletic trainers in support of their athletes whose careers have been cut short due to medical reasons.

Sidelined USA recognizes athletic trainers as some of the most influential members of the sidelined athlete's support network. "Permanently-sidelined athletes are in a vulnerable position and frequently do not feel empowered to advocate for themselves, choosing instead to struggle in silence," said Executive Director of Sidelined USA, Christine Pinalto. "Because of athletic trainers' medical training and daily interactions with their athletes, they are often the first ones to recognize the signs of psychological distress and advocate for additional support resources for athletes at risk for mental health concerns."



*photo: Sidelined USA powered by NATA logo*

In addition to serving and resourcing medically sidelined athletes, the sponsorship also supplies critical funding for Sidelined USA's COVID-response program which provides free specialized mental wellness [support resources](#) to student-athletes whose sports have been disrupted due to the impact of the pandemic.

Sidelined USA recognizes the significance of partnerships with sports medicine organizations such as the NATA. "As a Founding Strategic Sponsor, the NATA's support is pivotal in Sidelined USA's vision to improve the standard of care for sidelined student-athletes in their transition following medical exit," said Pinalto. "The sponsorship will support Sidelined USA's research, education, and advocacy initiatives as well as supply the NATA membership with specialized resources to support the highest quality patient care for sidelined athletes."

“The National Athletic Trainers’ Association recognizes the critical importance of providing comprehensive – physical, emotional, mental – care to athletes throughout the duration of their injury or health issue, whether they return to play or exit the sport,” said NATA President, Tory Lindley, MA, ATC. “We are proud to support Sidelined USA in its mission to assist athletes who are no longer able to continue their sport as well as further arm athletic trainers with industry leading resources.”



2019 NATA Board of Directors with Sidelined USA co-founders and NATA liaison

## About Sidelined USA

*Sidelined USA is a 501c3 nonprofit organization which exists to reunite permanently sidelined student-athletes with their passions and equip them to find a meaningful way forward through resources, connection, and new pursuits. Sidelined USA inspires permanently sidelined athletes to face the obstacle imposed on them, adapt, and overcome. The Sidelined USA team engages in original research, education, and advocacy initiatives to raise awareness for improved after-care of medically disqualified athletes. Visit [www.SidelinedUSA.org](http://www.SidelinedUSA.org) for more information.*

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## About NATA: National Athletic Trainers’ Association (NATA)

*Athletic trainers are health care professionals who specialize in the prevention, diagnosis, treatment and rehabilitation of injuries and sport-related illnesses. They prevent and treat chronic musculoskeletal injuries from sports, physical and occupational activity, and provide immediate care for acute injuries. Athletic trainers offer a continuum of care that is unparalleled in health care. The National Athletic Trainers’ Association represents and supports 45,000 members of the athletic training profession. Visit [nata.org](http://nata.org) for more information.*

