



## Student Insurance

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Monday, January 28, 2013

National Athletic Trainers Association  
2952 Stemmons Freeway #200  
Dallas, TX 75247

Subject: Youth Sports Safety Alliance

Dear Sir or Madam,

As a parent of a student athlete and someone who competed in sports as a young person, it is incredibly personal for me to support the Youth Sports Safety Alliance. Being in that dual role has given me a unique perspective to see where youth sports were a quarter of a century ago, and where they are now. The hyper competitive landscape on the field has, for the most part, outpaced the support behind the scenes. Additional exposure through the media and club sports has not only put more pressure on Coaches and Parents, but also those who are in charge of the participants care.

It is a rare opportunity to be able to work towards the goal of a safer sports environment at Wells Fargo. I support the mission of the Youth Sports safety Alliance and look to provide additional tools and insights for all young sports participants, hoping that you would as well. The examples of teamwork and life lessons taught to us by competition should always be tempered with the knowledge that these examples are the journey and not the destination.

Sincerely,

Mike Lamb  
Play it Safe Concussion Care Solution  
Wells Fargo Insurance Services USA, Inc

