



**FOR IMMEDIATE RELEASE**

**August 29, 2013**

## **The CFL Players' Association Announces Partnership with Genesis Health Light**

(STONEY CREEK, ON) The CFL Players' Association is proud to announce an exciting new partnership with Genesis Health Light Corporation featuring the Genesis Pain Relief Light™.

"CFL Player health and safety is a top priority with the CFLPA, and the Genesis Pain Relief Light™ device offers a drug-free alternative for managing and eliminating pain." said Mike Morreale, President of the CFLPA. "The Genesis Pain Relief Light™ is a great addition to the treatment toolkit of CFL Players and we are excited to have Genesis Health Light as a partner."

The Genesis Pain Relief Light™ is an effective **Health Canada licensed and FDA cleared** medical device that alleviates pain and stimulates healing at the cell level by concentrating broad spectrum light through an innovative water based filter.

"CFL Players know that injuries are a part of playing professional football but the pain associated with those injuries doesn't necessarily have to be." said Tony Galipeau, CEO of Genesis Health Light. "The Genesis Pain Relief Light™ will help to speed healing and improve the quality of life for CFL Players by helping to manage and alleviate the pain as they recover from their injuries."

**Today, a number of current and former professional athletes, including CFL Hall of Famer Matt Dunigan, use the Genesis Pain Relief Light™ to alleviate pain from sports injuries.**

"I would have given anything to have this phenomenal medical device at my finger-tips while I was playing. It's easy, effective and portable so you can get better while at home or away from the facilities." said Matt Dunigan, "The Genesis Pain Relief Light™ can help you get back on the field quicker and healthier from week to week. What else can I say? It's that simple. "Turn it on & put it on!"

For more information on the CFLPA, please visit [www.cflpa.com](http://www.cflpa.com) and [www.proplayers.ca](http://www.proplayers.ca).

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### **About C.F.L.P.A. & Pro Players**

Canadian Football League Players' Association – Establishing fair and reasonable working conditions for ALL CFL Players since 1965.

PRO PLAYERS is the sports marketing arm of the C.F.L. Players Association. Formed in 2003, PRO PLAYERS is proud to promote more than 450 active players in the communities, provinces and countries where they live, work, and play. We are...PRO PLAYERS!!!

For more information on the CFLPA and PRO PLAYERS, visit [www.cflpa.com](http://www.cflpa.com) and [www.proplayers.ca](http://www.proplayers.ca). Connect with us on Twitter at [www.twitter.com/cflpa](http://www.twitter.com/cflpa), and Facebook at [www.facebook.com/CFLPA-PRO PLAYERS](http://www.facebook.com/CFLPA-PRO PLAYERS)