



The Shockbox
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Shockbox Welcomes Jody Fraser

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Ottawa, Ont. - Impakt Protective is pleased to welcome local equestrian Jody Fraser to their team. Jody Fraser (32) takes safety seriously. Wearing the first ASTM Approved riding helmets while a young rider, long before accredited helmet use was mandated by the governing sport bodies, Fraser has stood out. For the past three years, she is one of few show jumping athletes who wear a safety vest at all times while mounted. The Shockbox™ caught her attention in December 2012, while listening to the founders of Impakt Protective present their product to the Canadian Business icons on CBC's entrepreneurial television program, *Dragons' Den*. She knew that equestrian sport needed this technology. Like many riders in the sport, Fraser has encountered various falls and resulting concussions, and that someday her health could be compromised without instant medical evaluation at the time of injury. As a parent to two young boys, Fraser knows that her long term health - especially her brain and cognitive functions, is a top priority - so that she can be the best mother possible for years to come.

The Shockbox™ brings a quantifiable measure of assurance for a head impact diagnosis at the time of accident and this technology is just another protective level which allows athletes to compete without life altering injuries.

New and innovative expertise in the field of safety is now available to all equestrian sports, by one of Canada's high tech pioneers in life saving technologies, Impakt Protective. The Shockbox™ sensors were introduced to sport as a result of a hockey dad's solution for the growing issue of head injuries experienced by all

levels of players. Today it is not only Hockey enthusiasts that benefit as attention from the researchers at Impakt Protective has been focused toward all high impact sports, including skiing, snowboarding, football, hockey, and lacrosse. It was a natural step for Impakt Protective to look closely at sharing their life-saving technologies with equestrian sports as it has been recognized as a high-risk competitive sport for many generations.

So often, equestrians are expected to “get back on the horse” and we know today that many times head trauma is overlooked through the speed of the moment, but the Shockbox™ technology takes the guess work away and alerts you to stop riding and seek medical advice and is available to fit virtually all sizes and styles of riding helmets The Shockbox™ is a sensor that attaches to the helmet, and the software features a player history of all hits and can link to a sideline SCAT2 diagnostic program, as well as send impact data to a physician or coach, who can take the appropriate sideline concussion evaluation protocol. Each alert indicates that an impact has occurred within a range of Peak G acceleration. Peak G is one of the most reliable and standard methods of head impact biomechanical analysis.

Kelsey Perry-Carlsen, Director of Equestrian Sports at Impakt Protective is actively getting the word out to all members of Equestrian sport. A local Ottawa Equestrian Show Jumper, Jody Fraser has been presented with a sponsorship opportunity to promote and assist in spreading the positive impact of this exciting and innovative technology within the ranks of Show Jumping Sport.

ABOUT IMPAKT PROTECTIVE

Incorporated in 2010, Impakt is a privately owned, high-tech sensor company, located in Ottawa, Ontario, Canada and the creation of Danny Crossman and Scott Clark.

Danny Crossman, CEO, a former Army bomb disposal officer and business development executive, led the development of numerous lifesaving technologies such as the bomb suit, featured in the movie *The Hurt Locker*; Advanced Combat Helmet impact pads; roadside bomb jammers, used by the USMC and recently the Helmet Impact Sensors, used by the US Army and USMC to monitor TBI in deployed soldiers and marines.

Scott Clark, President and VP of Operations, is an active hockey player, coach as well as Hockey Dad, and a former software high-tech executive with experience in e-Commerce and Quality Assurance.

Kelsey Perry-Carlsen, Director of Equestrian Sports, is a life-long equestrian and a nationally ranked show jumping competitor. Two concussions from falls while riding brought her to Impakt Protective. She saw a need within the equestrian community to educate riders on the seriousness of head injuries and the long term consequences concussions can carry. In addition to advancing with the sport of show jumping, Kelsey is also involved in managing the breeding program of her family's operation, Valhalla Equestrian.

Jody Fraser – Equestrian Athlete began her riding career at a very young age, winning accolades as a precocious nine year old; qualifying for provincial championships by eleven, and going on to train in Europe at twelve years of age. Jody was recruited, based on her riding attributes, to the NCAA Intercollegiate Equestrian Team at St. Andrews Presbyterian College. She studied International Business while attending this private liberal arts university, located in North Carolina, USA. Competing for Canada at the AIEC/ International University Equestrian Competitions, and the World University Equestrian Championships, sanctioned by the Canadian Interuniversity Sports Organization, FISU and the FEI/ Fédération Equestre Internationale, Fraser won top podium results individually and as a member of the Gold Medal Canadian team. Developing and training show jumping horses has provided Jody with hands-on experience, along with building relationships with equine sport leaders worldwide. As head trainer and manager of Byden Farm Training and Sales Division, Ottawa Ontario, Jody enjoys mentoring dedicated youth and emerging riders. Jody is married, and lives in Metcalfe, Ontario with her husband and two young sons.

Equestrian Show Jumping Sport is one of three Olympic sports where women and men compete against each - other as equals (the other two are Dressage and Three Day Eventing - both equestrian). Show jumping, or stadium jumping, is a timed sport, in which competitors navigate a course of jumps in an arena or a stadium. In a show jumping event, the speed, scope and ability of the horse are tested, along with the skill and accuracy of the rider, and the relationship between horse and rider determines ultimate success.

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Jody Fraser, Equestrian Athlete

Jody can be reached at www.jodyfraser.com and more information on her relationship with Shockbox™ and Impakt Protective can be found online, or you can contact Jody via email for an opportunity to visit Fraser and tour her facility in Metcalfe, Ontario.