As Esports Industry Grows, Doctors Address Needs of Unique New Athletes

Doctors partner with professional team to keep players in top physical and mental shape

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NEWS PACKAGE

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SUGGESTED TEASE	A SPORT FOR THE DIGITAL AGE IS SELLING OUT STADIUMS AND CONTINUES TO GROW AT AN UNPRECEDENTED RATE. COMING UP, HOW DOCTORS ARE LEARNING THE BEST WAYS TO TREAT A NEW TYPE OF PROFESSIONAL ATHLETE.
ANCHOR LEAD (PACKAGE START)	PROFESSIONAL ATHLETES RECEIVE THE VERY BEST IN HEALTHCARE, WITH A DEDICATED TEAM TO KEEP THEM PLAYING THEIR BEST. NOW DOCTORS ARE WORKING WITH A NEW TYPE OF ATHLETE THAT IS QUICKLY TAKING THE SPORTS WORLD BY STORM AS PART OF A BILLION-DOLLAR INDUSTRY.1 BARB CONSIGLIO HAS THE DETAILS.
CG: Courtesy: Orlando Health :00 - :03 Shots of Reid at 2019 NBA 2K League Draft	(Nats - Reid being drafted) "Magic Gaming selects Reizey." :04 REID HILL WAS DRAFTED NINTH OVERALL. :03
	(Nats - Announcer: "Reizey is headed for Orlando.") :02
CG: Reid Hill	HIS SPORT- N-B-A 2-K. :02
Professional esports athlete	"I've been playing video games since I was about six, probably." :04
Shots of players at the draft	HE WAS CHOSEN FROM THOUSANDS OF PLAYERS WHO COMPETED IN THE LEAGUE COMBINE. :03
Reid Hill (CG'd earlier)	"You play in 40 combine games, they base you off your combine stats, analytics, stuff like that." :05
Shots of Reid entering RDV Sportsplex	SO AT THE AGE OF NINETEEN, REID MOVED TO

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Shot of Reid sitting down to play ORLANDO TO BE PART OF THE MAGIC GAMING Shots of team scrimmage TEAM.:05 (Nats of team scrimmage) Coach "You're going up. Watch it, watch it. Nice job.":02 LIKE ANY PROFESSIONAL SPORTS TEAM, MAGIC Shots of nurse taking Reid's blood GAMING HAS TEAM DOCTORS, PARTNERING WITH pressure ORLANDO HEALTH TO KEEP PLAYERS AT THE TOP OF THEIR GAME.: 06 Reid Hill (CG'd earlier) "You got to be completely locked in every time you come in.":02 "These gentlemen and women are all athletes. It CG: Todd Sontag, DO Orlando Health requires a lot of endurance to be able to do what they do.":08 Shots of Dr. Sontag in exam with DOCTOR TODD SONTAG IS WORKING TO Reid DEVELOP A PROTOCOL IN PROFESSIONAL GAMING TO PREVENT INJURIES AND IMPROVE PERFORMANCE.:06 Dr. Sontag (CG'd earlier) "These gamers, they practice for eight to 10 hours a day. If they don't have a strong core, both their front and their back, they're setting themselves up for injuries.":11 HE UNDERSTANDS THE UNIQUE ISSUES THAT Shots of Dr. Sontag in exam with ESPORTS ATHLETES FACE, NOT JUST AS THEIR Reid DOCTOR...:05 (Nats in exam room) Dr. Sontag: "What position do you play?" Reid: "Point guard." :02 Shots of Dr. Sontag playing Wii ...BUT ALSO AS A GAMER. :01 (continue over first part of soundbite) "If professional gaming was an option when I was a Dr. Sontag (CG'd earlier) kid, it's probably what I would've wanted to do.":06 FOR MANY OF THESE YOUNG ATHLETES. Shots of team scrimmage ENTERING THE WORLD OF PROFESSIONAL SPORTS COMES WITH A LOT OF PRESSURE. WHICH IS WHY MENTAL HEALTH COUNSELORS ARE AN INTEGRAL PART OF MAGIC GAMING'S CARE TEAM.:08 Dr. Sontag (CG'd earlier) "Mental health is such an important aspect of gaming. These are young kids that are under a lot of stress.":08 "It's just draining physically and mentally, so you got

Reid Hill (CG'd earlier)

to make sure you have someone to talk to and take care of yourself." :04

Shots of Reid playing with team

FOR REID, THIS IS HIS DREAM JOB.:02

Shots of team scrimmage

(Nats of team scrimmage) Reid: "Good D, Manny." :01

9

AND HE FEELS LUCKY TO BE PART OF A SPORT THAT IS WATCHED BY MILLIONS AND IS QUICKLY GAINING TRACTION. :04

Reid Hill (CG'd earlier)

"It's really a grind, and I just hope that people can see it as a real profession like I see it as." :06

Shots of team scrimmage

AT ORLANDO HEALTH, THIS IS BARB CONSIGLIO REPORTING.:02

(PACKAGE END) -----ANCHOR TAG

THE N-B-A 2-K LEAGUE SEASON TIPS OFF THIS WEEK. DOCTORS WILL CONTINUE TO MONITOR MAGIC GAMING PLAYERS THROUGHOUT THE SEASON FOR SIGNS OF INJURY AS THE COMPETITION HEATS UP, AND THEY'RE HOPING HEALTHCARE PROVIDERS NATIONWIDE WILL FOLLOW THEIR LEAD TO IMPLEMENT A STANDARD OF CARE FOR PROFESSIONAL ESPORT ATHLETES.

SOCIAL MEDIA

Share it! Suggested tweet:

Professional esports athletes have unique needs and challenges, and doctors at <u>@OrlandoHealth</u> are establishing protocols to prevent injuries and keep players at the top of their game. http://bit.ly/2FS1pVH

Suggested post:

A new sport for the digital age is selling out stadiums, but esports athletes face unique challenges that can sideline them without proper preventative care. Doctors at Orlando Health have partnered with Magic Gaming to establish a standard of care to keep professional players at the top of their game both physically and mentally. http://bit.ly/2FS1pVH

EXTRA BITES

CG: Todd Sontag, DO Orlando Health

Dr. Sontag lists some common injuries among esports athletes: "Gamers typically will face more of your musculoskeletal injuries, things like carpal tunnel and tendonitis, elbow issues, neck issues, back issues." :10

CG: Todd Sontag, DO

Dr. Sontag describes the pressure put on esports athletes: "For every person that's made the team there are thousands that would be willing to take their spot in a minute, so their stress is really high to perform and to perform at an elite level or they could be out the next season.":15

Dr. Sontag addresses questions about esports players being athletes:

There's definitely a lot of skills that take place. I mean, the same argument could be said for somebody who sits in a car and drives a car in circles all day long. Is that an athlete? Or someone that takes a club and hits a little ball and then drives in a cart to the next swing. Is that an athlete?":15

Reid describes the excitement of the NBA 2K League Draft: "It was this huge venue, and there was media everywhere, tons of people there, tons of draft prospects there, and I was just really, it was just kind of overwhelming walking in cause I didn't expect that at the draft, and it was a great experience to be there." :15

CG: Reid Hill Professional esports athlete

Orlando Health

Reid describes the stress of the job and the importance of mental healthcare:

"This profession can be pretty stressful. You know, some days we're going from 10 in the morning to 10 at night, and so when you get done with that day and you're that drained, if you have sort of problems during the day and you need to talk to somebody about it, it's important to be able to do that.":13

References

¹Newzoo: Global Esports Economy Will Top \$1 Billion for the First Time in 2019. **Newzoo**, **February 12, 2019.** Online:

https://newzoo.com/insights/articles/newzoo-global-esports-economy-will-top-1-billion-for-the-first-time-in-2019/

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