

To: Mike DeFabo (mdefabo@gmail.com, Steelers Beat Writer)

Subject: Opportunity for NFL Sports Medicine Innovation

Dear Mr. DeFabo,

I loved your recent article in The Athletic regarding the Pittsburgh Steelers' rise to success in their 9-3 season. As someone who grew up rooting for all teams Pittsburgh, it's great to read positive words like yours about their future. I thought you might be interested in the rehabilitation services soon to benefit the Steelers and other major teams in the near future.

On Tuesday, February 4th at 4 p.m., Springfield Memorial Hospital will be hosting the grand opening ceremony of the Mark Banks Sports Medicine Complex, the future home to the highest standards in sports medicine. With highly innovative technology and a comprehensive range of services including orthopedic surgeons, physical therapists, nutritionists, and sports psychologists, Springfield Memorial will meet the needs of athletes of all kinds. The hospital is currently finalizing discussions with the NFL, MLB, NBA, and NHL to provide rehabilitation services for injured athletes at the professional level, and given our proximity to the team, this could specifically benefit your readers invested in the Steelers' success.

The Mark Banks Sports Medicine Complex will be named in honor of a Springfield legend. Banks served as the head football coach of the Springfield High School Bulldogs for 27 years, leading the team to three AAA Pennsylvania State Championships. Banks was a proud advocate for the sports medicine complex until his passing in January 2024.

Banks' longtime friends Pittsburgh Steelers Hall of Famer Lynn Swann and "Batman" star Michael Keaton will be special guests at the ceremony. Swann and Keaton will be available to mingle with the community in the complex lobby over light refreshments, and attendees are encouraged to participate in an engaging tour of the facility to learn more about the resources available. The event is open to all, and a livestream will be available on the Springfield Memorial Instagram and Facebook accounts @SpringfieldMemorial.

Please feel free to email me at hook@springfieldmemorial.com or call me at (717) 808-3068 for more information. We would love to have you join us!

Thank you,

Katrina Hook

Springfield Memorial Hospital

Other Outlets: Stewart Mandel (stewart@theathletic.com, editor-in-chief of The Athletic's college football coverage); Pat Forde (Pat.Forde@si.com, Sports Illustrated columnist)