



PRESS RELEASE

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FOR IMMEDIATE RELEASE

**ORTHOCAROLINA PARTNERS WITH UNTAMED SCIENCE
FOR SPORTOLOGY VIDEOS**

Video series aims to help public better understand the real science of sports and sports medicine

CHARLOTTE, N.C. (March 10, 2015) – From the playing field to the pool, from the racetrack to courtside and beyond, the ways we play sports and the mechanisms of human performance can seem limitless. At its foundation, sports science studies how the human body functions and reacts during exercise from a cellular level outward – and the layers of information can get complicated.

To help patients and the public better understand the science of sports, OrthoCarolina has teamed up with [Untamed Science](#) to launch *Sportology*, a new video series aimed at making the science of sports fun and easier to understand. A national leader in web-based science education videos, Untamed Science creates compelling videos that inspire action and can be seen internationally on one of the web’s fastest growing free education websites. *Sportology* will explore sports science and sports medicine principles through engaging science shorts, often filmed behind the scenes with OrthoCarolina medical providers and patients.

“At our heart we are a science-based company with a staff made up of science, technology, engineering and math professionals, and part of our community responsibility involves patient and public education,” said Dr. Dan Murrey, CEO of OrthoCarolina. “As serious as we are about the business of medicine, our partnership with Untamed Science will be a fun and unique way to pique the curiosity of the next generation of scientists.”

OrthoCarolina and Untamed Science have filmed the first *Sportology* videos on [cortisone basics](#) and the [effects of cortisone](#), with a series of 12 total planned. *Sportology* videos will primarily be hosted on Untamed Science’s [YouTube](#) site.

“There is so much science involved in the sports we do, and the more you know about the science, the better, faster and stronger you can be in your own sport. Plus, it's just fun to learn about,” said Rob Nelson, director of Untamed Science. “Sports science can seem convoluted, so to make it easier to understand it seemed only logical to team up with the best doctors we know.”

OrthoCarolina, the most comprehensive orthopedic practice in the region, has 130 physicians, 90 physician assistants and their staffs who treat all types of musculoskeletal conditions and general

orthopedics needs at 38 locations across North Carolina. Subspecialties include sports medicine, shoulder and elbow, arthroscopic surgery, total joint replacement, spine care, hand surgery, foot and ankle and fracture care.

About Untamed Science

Untamed Science, a 501(c)(3) non-profit organization, is a passionate group of scientists, educators and filmmakers that want to make learning about science fun and easy. Launched in 2008 and based in Charlotte, Untamed Science has produced more than 400 classroom videos in all the major sciences in grades K-12 that will be seen by over 50% of students in North America over the next decade. With a diverse crew of award-winning science-filmmakers, on-camera talent, and science content writers, the company's hundreds of science videos are seen by millions of students and teachers each year. As a premiere online educational resource, Untamed Science continues to fill an expanding need for online science and environmental education. More at www.untamedscience.com.

About OrthoCarolina

OrthoCarolina is one of the nation's leading independent academic orthopedics practices serving North Carolina and the Southeast since 1922. OrthoCarolina provides compassionate and comprehensive musculoskeletal care including operative and non-operative care, diagnostic imaging and rehabilitative therapy. Widely known for musculoskeletal research and training, OrthoCarolina physicians have specialized expertise in foot and ankle, hip and knee, shoulder and elbow, spine, sports medicine, hand, pediatric orthopedics, and physical medicine and rehabilitation. Our 130 OrthoCarolina physicians see nearly one million patient visits throughout western North Carolina each year.

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