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## ***SportsMedicineWeekly* On Chicago's ESPN Radio 1000 Kicks Off 2012 Season with Stellar Line Up**

**Chicago, IL, Feb. 15, 2012 -- *SportsMedicineWeekly***, (SMW), the only radio show in the Midwest that focuses on prevention and treatment of sports injuries for a wide array of athletes, will launch its 2012 season on ESPN 1000 from 7-8 a.m., Saturday, Feb. 18 and will run for 40 consecutive weeks.

The show, which debuted in 2011, is hosted by Steve Kashul, Chicago Bulls Radio Host, and Dr. [Brian Cole](#), sports medicine specialist at [Midwest Orthopaedics at Rush](#) head team physician for the Chicago Bulls and co-team physician for the Chicago White Sox.

Dr. Cole was chosen "2009 NBA Team Physician of the Year." He also is team physician for DePaul University in Chicago and Morton High School in Cicero. Steve Kashul serves as host for the Chicago Bulls on the Chicago Bulls Radio Network and is co-owner and principal host of Channel Fore, Inc., which produces The Golf Scene TV show. He has received two Emmy Awards for his work as host of Chicago Bulls Basketball on SportsChannel and was the winner of the 2006 Telly Award for his work on "The Golf Scene."

**SMW** appeals to high school, college and pro athletes, weekend warriors and sports lovers. The show provides insight into what professional athletes face in training and competition, as well as how the average person stays fit and injury-free. Topics include: overuse injuries, spinal problems, tips for injury prevention and the importance of early intervention. Guests include some of the top sports medicine and health professionals in the country as well as professional and every day athletes.

The season debut spotlights: atrial fibrillation and other heart conditions in young athletes, hip arthroscopy to relieve hip pain in high school and college athletes, conditioning for skiing and recent injuries to star athletes. All shows are taped and podcasts are available on the website.

Proceeds from sponsorship of this one-hour talk show go to [LiveActive Fund](#) for Orthopedic Research and Education, a non-profit organization that focuses on the management of joint pain and cartilage disease at Rush University Medical Center and Midwest Orthopedics at Rush. The Fund promotes the development of novel and minimally invasive solutions to enhance patient function and activity through advanced research. For more information, visit [www.liveactivenow.com](http://www.liveactivenow.com).

For complete information on the show and to listen to the podcasts, visit: [www.sportsmedicineweekly.com](http://www.sportsmedicineweekly.com). Follow on Twitter @smwhome and [www.facebook.com/gotosmw](http://www.facebook.com/gotosmw)

