

Dear Parents and Guardians of Colleyville-Heritage High School Football Players:

My name is Colin Briscoe and I work for VICIS, a sports technology company. VICIS has recently introduced the ZERO1, a new football helmet design, to Colleyville-Heritage High School. Coach Willis does not endorse any particular brand of helmet. Instead, the purpose of the presentation was to make everyone aware of the latest advancements in the development of football helmets so that each person can decide for themselves about making an individual purchase.

It should be noted that all helmets purchased by the Colleyville-Heritage football program are certified by NOCSAE, the National Operating Committee on Standards for Athletic Equipment.

If you'd like to order a helmet for your player, a Panthers store will be open from Monday, April 23rd to Friday, May 4th. To place your order for the ZERO1 from the Panthers team store and receive a 10% discount please follow the link below, click "Shop" at the top of the page, and enter the code CBR-10-VICZ1 when prompted:

<https://colleyville-heritage-football.itemorder.com/>

For those of you who were not able to make the meeting, you can learn more about VICIS [here](#). While no helmet can claim to prevent all injuries, the ZERO1 has been shown to significantly reduce impact force as compared to traditional hard shell helmets.

Here are some other important considerations:

- The founders of VICIS include a pediatric neurosurgeon and neurological consultant for the NFL.
- Roger Staubach and [many other players](#) informed the design of the ZERO1, and many became investors in the company.
- The ZERO1 was the [top-ranked helmet](#) in the NFL /NFLPA annual testing for helmets that best reduce head impact severity for 2017 and 2018
- Notre Dame has made the ZERO1 available to every player on the Fighting Irish for the 2018 season.
- Time Magazine named the ZERO1 one of the top 25 innovations for 2017.
- The ZERO1 Football helmet costs \$950. A code will be provided below to get a 10% discount for a net cost of \$855.
- Individual financing is available for as little as \$39 per month for 12, 24, or 36 months. Click [here](#) to learn more about personal financing.

Regards,

Colin Briscoe

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PROTECT THE ATHLETE  
ELEVATE THE GAME