

# VARIANCE FILMS

presents

## HEAD GAMES

HOW MUCH OF YOU ARE YOU WILLING TO LOSE FOR A GAME?



**A Head Games the Film, LLC Production**

**Directed by Steve James**

THEATRICAL RELEASE DATE: September 21, 2012 (NY and LA); national expansion in October

RUNNING TIME: 91 minutes

RATING: Rated PG-13 by the MPAA for thematic elements involving sports violence and injuries

OFFICIAL SITE: <http://www.headgamesthefilm.com>

FACEBOOK: <http://www.facebook.com/headgamesthefilm>

TWITTER: <http://www.twitter.com/headgamesfilm>

To download poster and other materials: <http://www.variancefilms.com/headgamespress.html>

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## **FEATURING INTERVIEWS WITH**

|                                     |   |
|-------------------------------------|---|
| <b>Christopher Nowinski</b>         | Author “Head Games: Football’s Concussion Crisis”; Former WWE Wrestler, Former All-Ivy Football Player, Concussion Activist                 |
| <b>Alan Schwarz</b>                 | Pulitzer-Prize Nominated <i>New York Times</i> Reporter   |
| <b>Keith Primeau</b>                | Former All-Star NHL Player  |
| <b>Cindy Parlow Cone</b>            | Former Pro Soccer Player & Olympian   |
| <b>Bob Costas</b>                   | Award Winning Sports Journalist   |
| <b>Isaiah Kacyvenski</b>            | Former NFL Player   |
| <b>Bill Daly</b>                    | NHL Deputy Commissioner & Chief Legal Officer   |
| <b>Brendan Shanahan</b>             | NHL Vice Pres.; Former All-Star NHL Player  |
| <b>Robert Cantu, MD</b>             | Clinical Professor of Neurosurgery; Co-Director, Center for the Study of Traumatic Encephalopathy at Boston University School of Medicine   |
| <b>Ann McKee, MD</b>                | Professor of Neurology & Pathology; Co-Director, Center for the Study of Traumatic Encephalopathy at Boston University School of Medicine   |
| <b>Robert Stern, PhD</b>            | Professor of Neurology & Neurosurgery; Co-Director, Center for the Study of Traumatic Encephalopathy at Boston U. School of Medicine        |
| <b>Hunt Batjer, MD</b>              | Co-Chair NFL Head, Neck & Spine Injury Committee  |
| <b>Gary Dorshimer, MD</b>           | Head Team Physician; Philadelphia Flyers & Phantoms, Team Internist; Philadelphia Eagles  |
| <b>Ruben Echemendia, PhD</b>        | NHL Concussion Committee Chairman   |
| <b>Douglas Smith, MD</b>            | Director, Center for Brain Injury and Repair; University of Pennsylvania Perelman School of Medicine  |
| <b>Steven Galetta, MD</b>           | Van Meter Professor of Neurology & Ophthalmology, University of Pennsylvania Perelman School of Medicine                                    |
| <b>Laura Balcer, MD, MSCE</b>       | Professor of Neurology, Neuro-Ophthalmology and Epidemiology; University of Penn. Perelman School of Medicine                               |
| <b>Christina Master, MD</b>         | Associate Professor of Clinical Pediatrics; University of Pennsylvania Perelman School of Medicine, The Children’s Hospital of Philadelphia |
| <b>Eric Laudano, M.H.S., A.T.C.</b> | Head Athletic Trainer and Manager; University of Penn.  |

## THE CREW

|                               |  |
|-------------------------------|--|
| Director                      | <b>Steve James</b>   |
| Producers                     | <b>Bruce Sheridan</b><br><b>Steve James</b>  |
| Executive Producers           | <b>Steve Devick</b><br><b>Anthony Athanas</b><br><b>Casey Cowell</b><br><b>John Cronin</b><br><b>Andrew Filipowski</b><br><b>Frank Murane</b><br><b>Hank Neuberger</b><br><b>Jim O'Donovan</b> |
| Original Music                | <b>Billy Corgan</b><br><b>Craig J. Snider</b>  |
| Cinematography                | <b>Dana Kupper</b><br><b>Keith Walker</b>  |
| Film Editing                  | <b>David E. Simpson</b>  |
| Music Supervisor              | <b>Hank Neuberger</b>  |
| Production Manager/Researcher | <b>Emily Hart</b>  |
| Associate Producer            | <b>Alan Schwarz</b>  |
| Post-Production Supervisor    | <b>Nora Gully</b>  |

## **ABOUT THE FILM**

From acclaimed director Steve James (Academy Award-nominated “Hoop Dreams,” “The Interrupters”), HEAD GAMES is a revealing documentary about the silent concussion crisis in American sports. Athletes from the professional to the youth levels share their personal struggles in dealing with the devastating and long-term effects of concussions, an epidemic fueled by the 'leave everything on the field' culture so prominent in American sport.

Inspired by events from the book ‘Head Games’ written by former Ivy League Football Player and WWE Wrestler Christopher Nowinski, the film contrasts eye-opening evidence and cutting-edge science on head trauma from the nation’s leading medical experts with first-hand accounts from professional and amateur athletes, coaches, and parents who must tread the difficult balance between sports excellence and basic self-preservation.

HEAD GAMES will expose viewers to one of the leading public health issues of our time, raising the question: “How much of you are you willing to lose for a game?”

## **Q&A WITH FILMMAKER STEVE JAMES**

### **Q) What inspired you to want to do this film?**

Like many casual – or not so casual – sports fans, I noticed the increasing attention that the issue of concussions was getting in the media and found it disturbing but also confusing. I wondered just how serious this issue really was. So when the opportunity came along to do the film, I jumped at it. Especially once I read Chris's book HEAD GAMES, which not only told his personally compelling and inspiring story, but also really laid out many of the questions at the heart of this public health crisis.

### **Q) How did Chris Nowinski's experience with concussions help tell the story in the documentary?**

One might ask, had Chris Nowinski not experienced some serious concussions, would there even be a story to tell? I expect that at some point the issue of concussions would have come to the forefront regardless, but there's no question that Chris was the catalyst. His determination to understand what was happening to him and then his decision to make it his cause, had a great deal to do with us understanding all we do today about this issue, even though certainly other athletes, doctors, journalists and activists have also played important roles.

### **Q) How integral was Alan Schwartz' series on football concussions in the NY Times to developing the idea to make a film about the topic?**

Alan's work on this issue has been widely praised as key to raising the public awareness of this issue and getting the attention of the NFL and other professional and amateur sports leagues. And of course, as the film makes clear, there was a direct link between Chris' work and Alan's writing. For this reason, it played a central role in my own education on the issue but also became an important story element in the film.

### **Q) What was the process like to find the athletes who would talk about their concussion history?**

Like any film, we started with a list of athletes we thought would be important to talk with, but it evolved as our understanding of the issue deepened as well as the direction of the film became clearer. At first, we thought the film might be more about football, professional and amateur. But once we decided to expand the scope to include hockey and soccer, and really focus more on young athletes, then our priorities changed. So, for example, talking with Keith Primeau's son who plays hockey and had suffered a concussion became just as important to us talking to Keith, who played for 15 years in the NHL.

### **Q) Why did you expand the scope of the documentary to include sports other than football such as soccer and hockey?**

Because so much media attention has been focused on football – professional football especially – that many people have the impression that this is overwhelmingly a football issue. So as my understanding grew, I felt strongly that this film needed to be broader, not just in terms of sports, but also in terms of really looking at sports at the amateur level since the great majority of participants will never become professionals.

**Q) What do you think the reaction to this film will be from other athletes on both an amateur and professional level?**

We've gotten a bit of a preview of that from some private screenings we've done with professional athletes, coaches, and parents and their kids who play sports. And what we've heard is that the film is both scary and necessary. They told us they really learned a great deal about concussions and appreciated the fact that the film attempts to be clear about what we know and don't know and doesn't fan the hysteria that has become too prevalent in much of the media. Parents in particular have said that the film really makes them think long and hard about their children and contact sports, which is precisely what we want the film to do.

**Q) Can a film like this help to change the perception of concussions and what they are doing to our children?**

I believe this film can educate people more than anything. The problem as Dr. Robert Cantu says in the film is that our awareness, and fears, are quite elevated, and yet the scientific knowledge is still quite low. The film makes this clear, while trying to inform people of what we do know. By the end, we try to raise the questions that coaches, parents and athletes need to be asking themselves, but now hopefully with more knowledge and understanding.

**Q) Did you discover anything startling in the filming of the documentary that you were surprised to find or somehow changed your opinion about concussions?**

I learned so much making the film. I probably thought at the beginning of this film that the cases we read about involving player suicides constituted rarities that get too much attention. I wondered for the majority of athletes just how serious concussions really were. I still hope, sincerely so, that really damaging concussions will prove to be the exception but I realize now what Chris says when he says that every smoker doesn't need to die from lung cancer in order for us to know how bad smoking is. And given that CTE can look like and be connected to other illnesses – Alzheimer's, ALS, Parkinson's, Dementia – it's very possible that this has been an epidemic hiding in the shadows for a long time. Perhaps the most surprising, yet completely understandable revelation for me was the struggle parents and young athletes go through around their involvement in these sports. Despite even multiple concussions, well-meaning and caring parents still find it very difficult to remove their kids from sports that are their passion. And sometimes the parent's passion, too. And the young athletes themselves – they often really don't want to know too much about this because they love sports so much. But ultimately, ignorance is not bliss when it comes to this issue.

## **Q&A WITH AUTHOR AND CONCUSSION ACTIVIST CHRIS NOWINSKI**

### **Q) What was it like working with filmmaker Steve James on the documentary?**

Well, I grew up playing high school basketball near Chicago in the mid-nineties, so Hoop Dreams holds an important place in my memory and my heart. I have an enormous amount of respect for Steve James as a filmmaker. It was an honor for him to tell my story and the stories so many people who have been fighting to get the concussion issue the attention it deserves. On a personal level, we spent enough time together that I was lucky to get to know him a bit. He's a great guy with a wry sense of humor. At the end of the day, even though I was in the room for so much of the filming, it's fascinating to relive your life through the lens of an artist.

### **Q) Can a documentary like this help to change the perception of concussions?**

Complex scientific information requires the right packaging to make it interesting and memorable. Steve James is one of the world's best storytellers, and he makes a complicated story easy to understand and to care about.

### **Q) How important is it that the documentary expands the concussions dialogue beyond football to soccer, wrestling, and hockey, among others?**

I chose to write about football exclusively in 2006 because in my opinion football had the clearest problem and the NFL leads the culture of toughness in America. If football took concussions seriously, everyone else would have to as well. You can't say that about any other sport – it would not have worked in reverse. However the concussion problem is just as significant in other sports, and just as important for women as men. So I am glad Steve James expanded the scope of the movie so that we could look beyond football into every sport we allow our children to play.

### **Q) What should audiences take away from the documentary?**

I think audiences should take away from this movie a new appreciation for their brain and a new appreciation for life. The stories of the concussion and CTE have been hidden for decades because it was not something you talked about at parties, and the victims preferred to suffer silently, and often alone. To be born with a fully functioning brain is a blessing, and audiences should recognize that there are very few things worth risking our mental health for. Sports should not be one of them, so I hope audiences walk away thinking deeply about the choices they make for their children, and I hope this film creates advocates for the clear change that is needed at the youth level.

## **ABOUT THE INTERVIEWEES**



### **CHRISTOPHER NOWINSKI**

***Author, “Head Games: Football's Concussion Crisis”  
Former WWE Wrestler, Former All-Ivy Football Player,  
Concussion Activist***

After an All-Ivy football career at Harvard, Nowinski became one of the most hated characters in World Wrestling Entertainment. He debuted on WWE's flagship program Monday Night RAW in 2002, where he was named "Newcomer of the Year" by RAW Magazine and was the youngest male Hardcore Champion in WWE history before a concussion forced him to retire in 2004.

Diagnosed with post-concussion syndrome, Chris began a quest to better understand this condition, and after meeting Dr. Robert Cantu, Chris realized that a lack of awareness about brain trauma among athletes, coaches, and even medical professionals cost him his career, and threatened the health and well-being of athletes of all ages. This led him to write the critically acclaimed book Head Games: Football's Concussion Crisis, published in 2006, in an effort to educate parents, coaches, medical professionals and children about this serious public health issue.

Through his continued advocacy and investigative work, Chris has raised this issue into the national consciousness and changed how sports are played. Chris and his team's research has been featured in media outlets like The New York Times, Sports Illustrated, USA Today, Time Magazine, 60 Minutes, ESPN, CNN, Fox, TSN, NPR, and more. His profile in May 2007 by HBO's Real Sports with Bryant Gumbel won the Emmy for Sports Journalism, a second episode aired in January of 2010, and a third in August of 2010.

Today Chris serves on the National Football League Players Association Mackey/White TBI Research Committee and on the board of directors of the Brain Injury Association of America. He was a finalist for Sports Illustrated Sportsman of the Year in 2010, named a 2011 Eisenhower Fellow, and is currently pursuing a Ph.D. in Behavioral Neuroscience at Boston University School of Medicine.

Chris' leadership in this field has made him a sought-after voice for awareness, and since 2006 he has shared his story and work nearly 200 times for corporations, medical conferences, schools, and sports organizations around the world. Chris Nowinski is the co-founder and president of the Sports Legacy Institute (SLI), a non-profit organization dedicated to solve the sports concussion crisis, and serves as a co-director of the Center for the Study of Traumatic Encephalopathy (CSTE) at Boston University School of Medicine.



**ALAN SCHWARZ**  
***Pulitzer-Prize Nominated New York Times Reporter***

Alan Schwarz is a Pulitzer Prize-nominated reporter at *The New York Times* best known for writing more than 100 articles that exposed the seriousness of concussions among football players of all ages. His investigative and profile pieces are generally credited with revolutionizing the respect and protocol for head injuries in almost every major youth and professional sport. Schwarz's work was profiled in an early 2011 issue of the *New Yorker* and was described by one Hall of Fame sports writer, Murray Chass, as "the most remarkable feat in sports journalism history." The *Times* promoted him to National Correspondent for Education in July 2011.

Schwarz's series on football concussions began in January 2007 with a front-page *Times* story on brain damage found in former Philadelphia Eagle Andre Waters, who recently had committed suicide at the age of 44. (The exact name of the disease is chronic traumatic encephalopathy (C.T.E.), an incurable and progressive disorder in which protein deposits gradually compromise brain function.) After gathering steam with profiles of current and retired players suffering from post-concussion syndrome and early-onset dementia, the series put concussions on the front burner of football debate and evolved to examine not just N.F.L. issues but the dangers of head trauma in high school and other youth sports, like girls' soccer and basketball. Subsequently, the U.S. House Judiciary Committee devoted three hearings to the issue of sport-related brain injuries, repeatedly citing Schwarz's work during them.

In November and December 2009, under significant legislative and public pressure, the N.F.L. ended its denials of the long-term risks of football: It revamped its rules regarding concussion management, suspended its study of retired players' cognitive decline which Schwarz had exposed as improperly designed, and accepted the resignations of the two co-chairmen of a league committee that had conducted questionable research. The N.F.L. also began running the first public service announcement warning young athletes about the dangers of concussions. Following this, state legislatures all over the nation began enacting statutes to require education and stronger rules to keep young athletes safer.

In 2010, a major investigative piece by Schwarz evidenced what were called glaring lapses in the safety testing of football helmets among players of all ages. The story prompted an investigation by the Consumer Product Safety Commission, the introduction of bills in both houses of Congress covering football helmet safety and a call for inquiry by the Federal Trade Commission for false and misleading advertising by manufacturers.

In 2011, in another development in the concussion space, Schwarz covered how "former Bears star Dave Duerson sent text messages asking that his brain tissue be tested for C.T.E. before shooting himself in the chest." Duerson was later found by Boston University researchers to have had the disease.



**KEITH PRIMEAU**  
***Former All-Star NHL Player***

When Keith Primeau hit the ice for his final year of junior with the Niagara Falls Thunder in 1989-90, he brought his flaming stick along as he finished the year atop the OHL in goals scored and total points.

As part of a talented crop of recruits in 1990, he was selected 3rd overall by the Detroit Red Wings in the NHL Entry Draft that included Jaromir Jagr, Owen Nolan, and Martin Brodeur.

But Primeau's debut with the Red Wings was rocky. Some consider him to have been an underachiever during his six seasons in the Motor City. Others, however, point out that he was often forced to play out of position, as a winger. As a natural centreman, he also had to queue up behind Federov and Yzerman for ice time.

But Primeau stuck with the program, and gradually established himself as a solid, third-line centreman. He was quite happy with his situation until the Wings brought in Igor Larionov, a move that effectively bumped Primeau farther down the centremen's pecking order. For him, the move was unacceptable. He became a holdout until the club traded him to the Hartford Whalers in 1996.

In Hartford, Primeau was finally free to become more of a front-line warrior. By the time the Whalers transferred to Carolina, he had established himself as a strong skating giant with soft hands. In more recent years, he has been characterized as one of the league's best forwards who is not necessarily the best at any one thing in particular.

After three seasons in the Hartford/Carolina organization, Primeau was dealt to the Philadelphia Flyers in the summer of 1999. Prior to joining the Flyers, Primeau suited up Canada's Olympic Team at the 1998 Nagano Games. Upon his arrival in Philly, Primeau has fit in nicely, playing the tough, well-balanced brand of hockey that Flyers fans have come to appreciate.

During the 2003-04 season, Primeau was instrumental in leading the Flyers to the Eastern Conference Final, while reaching the 900-game and the 600-point plateau.

Following a lock out year, Primeau suffered a concussion nine games into the 2005-06 NHL regular season which brought his season to an abrupt end. Due to the ongoing post-concussion syndrome, Primeau would officially announce his retirement from hockey in September of 2006.



**CINDY PARLOW CONE**  
**Former Professional Soccer Player & Olympian**

Cindy Parlow is a retired American professional soccer player. A native of Memphis, Tennessee, where she attended Germantown High School (Germantown, Tennessee). She is the daughter of Larry and Josephine Parlow. She played college soccer at the University of North Carolina at Chapel Hill, where she was a four-time All-American and member of three teams that won the NCAA Women's Soccer Championship. She won the Hermann

Trophy as outstanding female collegiate soccer player twice, in 1997 and 1998, and the ACC Female Athlete of the Year in 1999.

She began training with the U.S. Women's National Team in March 1995, making her first appearance (and scoring her first goal) in a January 14, 1996 friendly against Russia. She started all six games for the United States during their 1999 World Cup victory, scoring two goals. She was also a member of the 1996, 2000 and 2004 Olympic teams, as well as the 2003 Women's World Cup team.

She was a founding member of the Women's United Soccer Association, and played for the Atlanta Beat, helping her team reach the playoffs in each of the league's three seasons of operation (2001–2003).

On July 30, 2006, she announced her retirement from international play, citing post-concussion syndrome. She concluded her career with 158 caps (the ninth most in United States Women's National team history) and 75 goals (fifth best).

## **ABOUT THE FILMMAKERS**



### **STEVE JAMES**

#### ***Director and Producer***

Steve James is best known as the producer-director of *Hoop Dreams*, winner of every major critics prize of 1994, as well as the Directors Guild of America Award, and the Peabody and Robert F. Kennedy Journalism Awards. *Hoop Dreams* was named to the Library of Congress National Film Registry, signifying its enduring importance to the history of film. Other award-winning films include *Stevie*, which won numerous festivals and landed on a dozen ten best lists for 2003; the miniseries *The New Americans*, winner of the 2004 IDA Award for The Best Limited Series; *At the Death House Door*, which won numerous awards at festivals such as Full Frame, DOC AVIV, DOCNZ, and Atlanta and was nominated for a Directors Guild of America Award; and *No Crossover: The Trial of Allen Iverson* for ESPN's Peabody and IDA award-winning "30 for 30" series.

James' most recent film, *The Interrupters*, was his fifth to premiere at the Sundance Film Festival, and a hit on the festival circuit winning the top prize at the Sheffield Film Festival, Miami Film Festival, and Minneapolis Film Festival, and a Special Jury Prize at Full Frame. It took the two top Cinema Eye Awards for "Nonfiction Feature Filmmaking" & "Best Direction" and won the Independent Spirit Award. *The Interrupters* was listed on many "2011 Best Films of the Year" lists including Time, The New Yorker, Chicago Tribune, Boston Globe, Slate, and the LA Times, and was named "Best Documentary of the year" in both the IndieWire and Village Voice national critics polls. The New York Times' Manohla Dargis called it, "A hard wallop of a documentary... Mr. James has put a face to a raging epidemic and an unforgivable American tragedy." Andrew O'Hehir in Salon writes, "You won't see a movie this year that is more moving, more tragic, more upsetting, more hopeful or more necessary."

### **BRUCE SHERIDAN (Producer)**

Bruce Sheridan has been Chair of the Film & Video Department at Columbia College Chicago since 2001 and is a leader in the move to redesign film and media education for the 21st century. He has 30 years experience directing, producing, and writing drama and documentary for the screen and teaches all of those disciplines.

He won the 1999 New Zealand Best Drama Award for the tele-feature *Lawless*. In 2006, a short film he produced with Tim Evans and Steppenwolf Films called *Kubuku Rides (This Is It)* was recognized as Best Narrative Short at Memphis IndieFest.

Sheridan is currently developing a feature film set in New Zealand and Peru called *Hunting Daniel* and writing a book (working title "Dust") about the death of his father in the Australian Outback. He is a PhD candidate in philosophy at the University of Auckland, researching imagination and creativity as they relate to artistic development and expression.

### **HANK NEUBERGER (Music Supervisor)**

Hank Neuberger is a Grammy-winning producer and, since 1987, a Supervisor of Broadcast Audio for the annual Grammy Awards telecast, which was awarded the Emmy for Outstanding Sound Mixing for its inaugural 5.1 Surround broadcast. Chairman of the Board of the National Academy of Recording Arts and Sciences (The Grammys), 1994-1996. Chairman of the Board of the MusiCares Foundation, the Grammy-affiliated philanthropy, 2002-2005.

Neuberger has been the Recording Engineer and/or Producer for sessions or mixes for dozens of artists including Cheap Trick, Ohio Players, Pete Townsend, Sting, Feist, Jay-Z, Smashing Pumpkins, Melissa Ethridge, Black Eyed Peas, Dave Matthews Band, John Mayer, Gomez, Ramsey Lewis, Crowded House, Survivor, Mannheim Steamroller, John Prine, Jerry Butler, John Mayer, Flaming Lips, Guster, Michael McDonald, Brian Wilson and more.

Neuberger has mastered over 200 hours of live video/audio Webcasting from the Lollapalooza, Bonnaroo, and the Austin City Limits Music Festivals, for the AT&T Blue Room web site.

President of Springboard Productions, Inc., specialists in digital media production for broadband, broadcast, mobile, IPTV and Blu-Ray DVD, Jan. 2007 to present. Executive Vice President of recording studio complexes Glenwood Place Studios, in Burbank CA, and Chicago Recording Company, 1990 to present.

### **BILLY CORGAN (Music Composer)**

Billy Corgan is an American musician, producer, and occasional poet best known as the frontman and sole permanent member of The Smashing Pumpkins. Formed by Corgan and guitarist James Iha in Chicago, Illinois, in 1987, the band quickly gained steam with the addition of bassist D'arcy Wretzky and drummer Jimmy Chamberlin. The band's direction has largely been driven by Corgan through his confessional lyrics, grandiose production values, and virtuosic musical interplay, notably with Chamberlin. In three years, The Smashing Pumpkins had transformed themselves into a major label success. Strong album sales and large-scale tours propelled the band's increasing fame in the 1990s, while Chamberlin's drug problems escalated until he had to be fired. The Pumpkins continued as a three-piece until Chamberlin rejoined the band in 1999, then broke up in 2000. Corgan started a new band with Chamberlin right away, called Zwan, and after their demise, he released a solo album (The Future Embrace) and a collection of poetry (Blinking with Fists) before setting his sights on reforming the Smashing Pumpkins.

The new version of that band, consisting of Corgan, Chamberlin, and a revolving tour lineup, released an album in 2007 and followed it with extensive touring over the next year and a half. Chamberlin left the Smashing Pumpkins in March 2009, while Corgan has continued to record and tour with a new lineup.

### **CRAIG J. SNIDER (Music Composer)**

Craig J Snider is a Producer, Remixer, Composer, Songwriter, Label Owner & Multi-instrumentalist. He is best known for his success as a Producer, Arranger and Keyboardist on a string of Remixes & Album productions that have topped Billboard's dance chart (21 Number One Hits!), including Janet Jackson's "Feedback", Mariah Carey's "Don't Forget About Us," Kelly Clarkson's "Walk Away," Beyoncé's "Irreplaceable," and The Pussycat Doll's "Don't Cha." In 2008 he re-produced an EDM version of the Partridge Family's Greatest Hits and performed with David on Oprah. This past year Craig Produced The Fates Ep Drama Dropout, Remixed INXS Suicide with Rob Thomas, and Scored the short films Life Lessons & My Mother's Idea by acclaimed Peabody award winning filmmaker Maria Finitzo.

In 1998 Craig co-founded his critically acclaimed underground label, Uncommon Trax ([uncommontrax.com](http://uncommontrax.com)). In addition to billboard success (Big Bang Theory "Do U Got Funk," D. Ramirez "Get Your Freak On," Mantronik's "77 Strings") the label has successfully placed numerous songs from its catalog in commercials (Dell, Best Buy, Bank Of America, Michelob Ultra), Television shows (Entourage, Moonlight, The L Word, The Hills, Sex in the City) & Film (American Pie: Beta House, Save the Last Dance 2, Meet Bill).

Craig also has broad experience as a composer of original music for advertising and television. Craig has placed songs & or composed music for television shows: Queer Eye for the Straight Guy, Passions, Sex and the City, Joan of Arcadia and Dawson's Creek. In 2004 Craig co-founded Emoto Music a production company specializing in scores for spots. His commercial credits include music for Nissan, Toyota, Chrysler, Comcast, BK, and McDonald's. In 2012 Craig left the employ of Emoto to pursue freelance opportunities in scoring and production.

A Boston native (As a child having studied at New England Conservatory & Berklee), Craig received a degree in piano and composition from Northwestern University. He received instruction from renowned recording artists Chick Corea, Pat Metheny, Keith Jarrett, Michael Tilson Thomas and John Browning.