



PRE PRESS RELEASE - AUGUST 25, 2009

The CFL Alumni Association (CFLAA) is now a federally incorporated, not for profit, corporation established in the fall of 2008. Our mission is to offer support to former players who may experience one of life's hardships, with the creation of the CFL Alumni Players Dire Needs Fund; to support sport and youth related charitable causes and to promote amateur football in the community. Our vision is to foster a lifelong relationship between the Canadian Football League and its alumni providing support to its community and the larger area it serves. The intent is to unify all the local CFL Alumni Associations across Canada for our common goals.

The volunteer Board of Directors is comprised of a member from each local Alumni Association. The member is either the President or a designate. The board meets (via teleconference call) once each month, with the AGM to be held at Grey Cup each year.

The CFLAA Board of Directors is:

Hector Pothier, President, (Edmonton),

Paul Markle, VP, (Toronto),

Ralph Scholz, Secretary/Treasurer, (Hamilton),

Don Taylor, (BC), Chair CFL Alumni Players Dire Needs Fund

Jeff Avery, (Ottawa), Co Chair CFL Alumni Players Dire Needs Fund

Joe Poplawski (Winnipeg),

JT Hay (Calgary),

Steve Mazurak (Saskatchewan),

Eric Lapointe (Montreal)

Others who have assisted are:

Peter Dalla Riva (Montreal),

Herm Harrison (Calgary),

Ian Sinclair (BC),

Jay Roberts (Ottawa),

Dave Vankoughnett (Winnipeg)

Carm Carteri (Sask)

As a member of a local Alumni Association you are a member of the CFL Alumni Association.

The initial start up funds to support operations came from each local alumni association (8 teams plus Ottawa). As well, each team Alumni Association has agreed to provide funding for a minimum of 3 years. The CFL, as voted by the Board of Governors, in June 2009 made a major commitment for financial support over the next 3 years. This was followed by the CFLPA with a contribution to the CFL Players Dire Needs Fund.

The CFLAA board made the decision that an executive director was required to advance the objectives of the organization. Leo Ezerins, former player with Winnipeg and Hamilton, acted as Executive Director on a volunteer basis since June 2008. In June 2009, Leo accepted the paid position of Executive Director as voted by the Board.

The strategic priorities for the next 3 years are:

1. Provide services and benefits to CFL alumni and their team Alumni Associations.
2. Generate revenue to assist identified alumni and football-related projects.
3. Work with partners to promote the CFL tradition and awareness of football to alumni, youth, fans and the general public.
4. Provide governance and management for the Association and the local team Alumni Associations.

The CFL Alumni Players Dire Needs Fund is a separate entity from the operations of the CFL Alumni Association. The CFLAA is in the process of establishing specific guidelines which include structure, administration, and the criteria for the funding.

The fundraising efforts of the CFL Alumni Association are to be event driven, the first goal was to establish events at the Grey Cup and the Canadian Football Hall of Fame Induction Weekend. In 2009, the CFL Alumni Legends Club Lunch will be held on the Friday to kick off the GC weekend in Calgary. The inaugural CFL Man of the Year Brunch will be held at the Canadian Football Hall of Fame Weekend in Winnipeg. These events will also provide the opportunity for former players to reunite with former team mates and opponents and to have some fun without anyone getting hurt!

Other sources of funding will include: sponsorships, donations, the sale of merchandise, licensing and the establishment of a founders club.

The CFL Alumni acknowledges that every current player will ultimately become an alumnus with many players playing for several teams. But in the end, we are all members of the same football family.

The CFLAA looks forward to continuing to work together with the local Alumni Associations, local football clubs, the League, the Canadian Football Hall of Fame and amateur football.

For more information please visit the following:

[Website -www.cflaa.ca](http://www.cflaa.ca)

[Web Blog -www.cflalumni.wordpress.com](http://www.cflalumni.wordpress.com)

[YouTube - http://www.youtube.com/user/CFLAlumniAssociation](http://www.youtube.com/user/CFLAlumniAssociation)

[Facebook -http://www.facebook.com/pages/CFL-Alumni-Association/110073421452#](http://www.facebook.com/pages/CFL-Alumni-Association/110073421452#)