



CIS, SSN to launch CIS Touchdown

OTTAWA (CIS / SSN) – Canadian Interuniversity Sport, in conjunction with The Streaming Sports Network (SSN) and JB3 Communications, are pleased to announce the debut of a weekly football on-line magazine program called CIS Touchdown beginning Thursday, September 3 at 7 p.m. ET.

Airing every week through the 2009 Desjardins Vanier Cup on November 28, CIS Touchdown takes viewers behind the scenes of Canadian university football.

Hosted by veteran SSN Canada reporter John Bower, the show features interviews with current and former CIS players and coaches, video highlights of games as well as a panel of correspondents from across Canada that is aimed at giving CIS football fans access to the action like never before.

The show will also feature an interactive commentary called The Point After, where fans will be able to submit their own video and e-mail comments about CIS football.

“As someone who has been involved with university sport for the better part of the past decade, I’ve had the privilege of getting to know many dynamic people involved with CIS football,” says host and producer John Bower. “For me, it’s important to start telling their stories.”

“We are thrilled to work with SSN Canada and JB3 Communications on this exciting project,” says CIS marketing director Peter Metuzals. “SSN has been a great partner over the past few years webcasting a number of our national championships. The creation of a weekly football show is another step in the right direction in our efforts to promote one of our marquee properties.”

This week’s premier show includes highlights from the opening game of the CIS regular season last Saturday between Simon Fraser and UBC, a summary of pre-season action, an interview with Quebec University Football League (QUFL) commissioner Tom Allen who talks about preparations for the 2009 Desjardins Vanier Cup that will be staged in Quebec City, a conference-by-conference preview with coaches from around CIS, as well as a media preview of what to expect in 2009.

CIS Touchdown will air every Thursday at 7 p.m. ET, then available on demand at www.ssncanada.ca and www.universitysport.ca.

About CIS Touchdown

Produced by Gatineau, Quebec, based JB3 Communications, CIS Touchdown is a weekly on-

line magazine program covering Canadian university football. Airing Thursdays at 7 p.m. ET, CIS Touchdown is also available on demand via www.ssncanada.ca.

About SSN Canada

The Streaming Sports Network is committed to providing high-quality, affordable streaming solutions for amateur sports organizations and provides over 30 live broadcasts of university sports from across Canada per month, free of charge to viewers via its website at www.ssncanada.ca.

About Canadian Interuniversity Sport

Canadian Interuniversity Sport is the national governing body of university sport in Canada. Fifty-two universities, 10,000 student-athletes and 550 coaches vie for 21 national championships in 12 different sports. CIS also provides high performance international opportunities for Canadian student-athletes at Winter and Summer Universiades, as well as numerous world university championships. For further information, visit www.universitysport.ca.

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