



NEWS RELEASE

FOOTBALL CANADA TEAMS UP WITH REEBOK AND MARCHANT'S

June 15, 2009 – Ottawa, Ontario – Football Canada announced new partnerships with Reebok and Marchant's School Sport during the Conference and Annual General Meeting on Friday, June 12.

Reebok is the "Authentic Outfitter" of Football Canada dressing the National Teams from head to toe both on and off the field. The new Reebok uniforms were unveiled for the first time to the world when Canada takes on New Zealand in the first round of the IFAF Junior World Championship on June 27 at Fawcett Stadium in Canton, OH.

The National Junior Team will proudly wear the maple leaf on state-of-the-art Xenith helmets, thanks to the support of Marchants School Sport. National Junior Team players will be outfitted with the latest helmet technology used by teams in the NFL, CFL and CIS during the Final Selection Camp at the University of Western Ontario from June 16 to 25.

Family, friends and teammates from across the country can stay up to date with the Canadian Junior National Team by visiting www.jwcfootball.com. The website will feature "Live Games" and "Live Stats" buttons where fans can watch, listen and follow the Canadian games during the tournament.

The website also features Canadian players to watch for and coaching staff bios, including head coach, Glen Constantin, who is returning to lead an experienced coaching staff who won gold at the 2007 NFL Global Juniors in Miami.

Since Canada's first participation in the NFL Global Juniors in 2000, the team has won gold four times (2000, 2005, 2006, 2007) and finished second four times (2001, 2002, 2003, 2004). The only team to defeat the Canadian National Junior Team at an international level is the United States, who will once again be tough competitors in this year's tournament as the number two seed.

Football Canada

Established in 1884, Football Canada is the national governing body of amateur football in Canada and a proud member of the International Federation of American Football (IFAF). Working closely with the provincial football associations, we develop programs and resources for players, coaches, officials in the three disciplines of Tackle, Flag and Touch Football. Football Canada promotes "from playground to stadium" where players can participate in the game of football throughout a lifetime recreationally, competitively and internationally.

FOR IMMEDIATE RELEASE

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