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CFL taking part in 'Call It Out' campaign to end violence against women

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EDMONTON — The Canadian Football League is joining a new campaign aimed at ending violence against women.

The "Call It Out" campaign urges people to be more than a bystander when they see gender-based violence taking place.

Other participants include the Ending Violence Association Canada, Status of Women Canada and the United Steelworkers.

The Ending Violence Association has been working with CFL players, coaches and staff as part of a league-wide initiative begun in 2015 to respond proactively to any allegation of gender-based violence.

This year's Grey Cup game will feature broadcast-visible LED sideline signage, an in-stadium video and an accompanying social media campaign with the message that everyone has a role to play.

CFL commissioner Randy Ambrosie says nearly 70 per cent of Canadians report that they know a woman who has experienced sexual or physical violence.

"At this time of year, when we Canadians join together to celebrate the Grey Cup, we want to remind everyone that we need to work together to end violence against women and the attitudes that can contribute to it," Ambrosie said at a news conference in Edmonton on Friday.

"The CFL remains committed to ending violence and to calling out disrespect and violence where we see it. As individuals and as organizations, we all have the ability to be leaders on this issue and put a stop to violence against women."

The Calgary Stampeders and the Ottawa Redblacks will play for the national championship Sunday at Edmonton's Commonwealth Stadium.

The Canadian Press

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