

Final Release (2013/112)
July 5, 2013

Lions launch Huddle Up Against Bullying initiative

(Vancouver) The **BC Lions Football Club** is pleased to announce the launch of the Huddle Up Against Bullying initiative in conjunction with founding partners The Province of BC, Seaspan, Intact Insurance and Uniglobe Vision Travel.

As part of a number of Lions community initiatives, the Huddle Up Against Bullying program will focus on delivering anti-bullying messaging to children ages 6 to 13 through the club's popular amateur football programs such as Play with the Pros and Punt, Pass and Kick.

"British Columbians are painfully aware of the devastating results of bullying, and our government is proud to support this effort through a \$40,000 grant," said Minister of Community, Sport and Cultural Development Coralee Oakes. **"The BC Lions are community leaders who are well-positioned to lead the charge against bullying by empowering kids to speak out against it."**

"We are very pleased to add Huddle Up Against Bullying to our roster of Lions community programs" said Lions director of community relations Jamie Taras. **"Bullying is a very serious and prevalent issue for today's youth and we are proud to do our part to educate young people about the consequences of this behavior while equipping them with tools to lessen its impact."**

The Huddle Up Against Bullying initiative will formally kick off this **Sunday, July 7th** from **1:00 pm to 3:00 pm** as the Lions hold their first Play with the Pros session of the season at the club's Surrey practice facility.

"Seaspan strives to make a real difference in the communities it serves and we are thrilled to partner with the BC Lions to support anti-bullying," said Jonathan Whitworth, Seaspan CEO. **"Huddle Up is more than bullying prevention, it's a shared investment in helping build better lives for the young people of British Columbia."**

"Uniglobe Vision Travel is extremely proud to be involved as a partner in the Huddle Up Against Bullying program with the BC Lions. In today's society, many teens and others are subject to cruel and unfair treatment by many their own age because of the obscurity of the internet and social media," said Neal Chark, senior travel consultant. **"We hope that by bringing this issue to the forefront, we can be a part in changing this trend."**

"We are so excited to be partnering with the BC Lions," said Luisa Currie, vice president of sales and business development, Western Division, Intact Insurance. **"Their Huddle Up Anti-Bullying Campaign aligns with our core values and we're proud to stand by another team that supports respect, integrity and social responsibility. Both our organizations believe in leading by example and a partnership between two teams that support the same message is a win-win."**

The Lions travel to Edmonton to battle the Eskimos on **Saturday, July 13th** at **6:30 pm PT** followed by a return date on **Saturday, July 20th** at **7:00 pm** presented by Purolator - local television blackout in effect.

Single game tickets in the **Gemstone Gridiron Deck** (\$30) and **Family Zone** (\$25) are available at Ticketmaster.ca.

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About the BC Lions Football Club

FOR MORE INFORMATION CONTACT:

JAMIE CARTMELL
Director of Communications
P: 604-930-5469 C: 778-558-0761
E: jcartmell@bclions.com

JACQUELINE BLACKWELL
Coordinator, Communications
P: 604-930-5463 C: 604-506-0105
E: jblackwell@bclions.com

BC LIONS BUSINESS & FOOTBALL OPERATIONS
10605 CITY PARKWAY, SURREY BC, V3T 4C8
FAX: 604-583-7787



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The BC Lions Football Club is British Columbia's most successful professional sports organization with six Grey Cup titles to their credit: **1964, 1985, 1994, 2000, 2006** and **2011**. Drawing on pride, decades of tradition, passion and a spirit of excellence, the BC Lions Football Club seeks to touch the lives of our community in a positive way and is dedicated to serving partners, sponsors, and fans.

For more information, please contact:

Jamie Cartmell
Director, Communications
BC Lions Football Club
604.930.5469 or 778.558.0761
jcartmell@bclions.com

FOR MORE INFORMATION CONTACT:

JAMIE CARTMELL
Director of Communications
P: 604-930-5469 C: 778-558-0761
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