



Media Release

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## Canadian Football League Joins Canadian Council for Aboriginal Business

**Toronto, ON – June 21, 2019** – Canadian Council for Aboriginal Business (CCAB) is thrilled to welcome the Canadian Football League (CFL) as its latest member. The 2019 CFL regular season kicked off barely a week ago and the news of them joining the CCAB team was a welcomed addition. CFL office, the Hamilton Tiger-Cats joined CCAB just this May, so news of the entire league joining the national association is significant.

“On this day, National Indigenous Peoples Day, we are most honoured to welcome our newest member,” says JP Gladu, President and CEO, Canadian Council for Aboriginal Business. “The Canadian Football League plays a central role in Canada and by joining the CCAB they help to promote progressive and prosperous relationships between Indigenous people and Canadian society.”

National Indigenous Peoples Day celebrates the heritage, diverse cultures and contributions of First Nations, Inuit and Métis peoples. The league and their CFL players honour this and many are role models and mentors to Indigenous youth encouraging physical activity, education, and connection to their communities.

Indigenous cultures greatly impact sport in Canada and the CFL recognizes this and dedicated weeks of last year’s season to its “Diversity Is Strength” mission statement and organized special tributes to highlight the role diversity and inclusion play in the CFL and Canada.

“The Canadian Football League is proud to assist and support aboriginal businesses in our communities by joining the Canadian Council for Aboriginal Business,” said Randy Ambrosie, CFL Commissioner. “The CFL has a long tradition of connecting and bringing Canadians together throughout the nation and by teaming with CCAB we continue that practice.”

### About CCAB

CCAB is committed to the full participation of Indigenous peoples in Canada’s economy. A national, non-partisan association, CCAB offers knowledge, resources and programs to both Aboriginal and non-Aboriginal owned companies that foster economic opportunities for Indigenous peoples and businesses across Canada. For more information go to [www.CCAB.com](http://www.CCAB.com)

### About the Canadian Football League

The 2019 regular season is underway and fans can stay up to date on all the non-stop action at [CFL.ca](http://CFL.ca), follow the 2019 season [from around the world](#), and [join us at a game](#). The 107th Grey Cup presented by Shaw will be played at McMahon Stadium in Calgary on Sunday, November 24.

**About the Artwork:**

Design de Plume Inc., an Indigenously-owned Canadian design studio illustrated the sharable for National Indigenous Peoples Day. The illustration encapsulates aspects from quill boxes, circles from hoop dancers and other inspired Indigenous patterns to create this visual. Website: [deplume.ca](http://deplume.ca)

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