



# Media Backgrounder

## The War Amps and the CFL

### **For 35 years, The War Amps and the Canadian Football League (CFL) have shared a special tradition.**

For 35 years, The War Amps and the CFL have shared a special tradition – the annual War Amps CFL PLAYSAFE™ public service announcement (PSA), saluting the League’s support of The War Amps “kids-to-kids” safety program. Every year, a team is invited to participate in the PSA on behalf of the League. The connection goes back to the days when the late Karl (Karlo) Hilzinger was The War Amps CHAMP Sports Consultant. Karlo was a CFL all-star who played for the Ottawa Rough Riders in the ’50s. A car accident left him a double-leg amputee. He became an inspiration to Champs and was well-known as the silver-suited skier in War Amps PSAs. The War Amps and the CFL have been working together ever since to increase awareness of The War Amps PLAYSAFE Program.

### **Eskimos stars team up with 6-year-old War Amps “Champ” to pass on safety message.**

As the 2016 National Safety Ambassador for The War Amps, Cooper Tidmarsh, 6, of Lethbridge, Alberta, joins Edmonton Eskimos Kicker Grant Shaw (#11) and Long-Snapper Ryan King (#53) in The War Amps 2016 CFL PLAYSAFE PSA. Cooper lost his right foot in a lawn mower accident and is enrolled in The War Amps Child Amputee (CHAMP) Program.

### **The PSA is broadcast during TSN football telecasts.**

This PSA will be broadcast during TSN football telecasts starting Thanksgiving weekend, including the CFL® Playoffs and the Grey Cup®, and on other networks and specialty channels.

### **Like all War Amps productions, the PSA is funded by corporate donations.**

The War Amps does not receive government grants. It is able to operate its many programs through donations from the public to the Key Tag and Address Label Service.