

Esks team up to win international award

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Published: Wednesday, March 9, 2011

The Edmonton Eskimos and War Amps teamed up to promote the 2010 War Amp Playsafe PSA and won an international award for their efforts last month.

The Eskimos and The War Amps were given the gold award on Feb. 17 at the 2011 International Mercury Awards in the "advertising: public service" category.

Eskimos quarterback Ricky Ray and linebacker Maurice Lloyd were featured in a video alongside The War Amps national safety ambassador Noah Campeau, 10, to promote child safety.

The video, which debuted on TSN and later aired on other Canadian networks and specialty channels last fall, is part of a 30-plus-year relationship between the Canadian Football League and The War Amps to promote the annual CFL Playsafe PSA.

"It's a Canadian tradition long and successful with the CFL," said Rob Larman, director of the Playsafe/ Drivesafe program.

"Over the last several years, the program has grown and we move it across the country because it keeps the clubs more active as participants and keeps the players involved," explained Larman.

It was the first time since 1998 that the Eskimos were involved in the annual CFL Playsafe PSA program. Eskimos spokeswoman Nicole Turenne said the event meant a lot to the players and the organization's relationship with The War Amps.

"Noah was an awesome kid to work with and all the players stopped by after practice to sign three footballs he had," Turenne said. "It's a big achievement for them and we're just honoured to be part of the video."

The International Mercury Awards, which has honoured excellence in professional communications for the past 24 years, received more than 750 entries from 20 countries for the award.

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SHORT YARDAGE: The Eskimos announced on Tuesday that linebacker Javier Glatt has retired after eight years in the CFL. Glatt spent the first seven years of his career with the B.C. Lions, then joined the Eskimos in 2010 as a free agent. The Calgary product played in all 18 regular-season games, recording 27 defensive tackles, two interceptions, one tackle for loss and one forced fumble. He also had five special teams tackles, three kickoff returns for 17 yards and one punt return for 10 yards. Glatt was named a CFL West Division all-star in 2008.