

CCWFL bringing opportunity to female athletes

By Jake Courtepatte

A Nobleton sporting start-up has been making big waves throughout the GTA this year, and there's no sign of slowing down for the women-only organization.

The Central Canada Women's Football League has grown to over 100 members, attracting the attention of the male-dominated world of football.

Nobleton resident Aaron Ellis founded the league early this year, when his daughter Tianna made it known she wanted to continue playing football after her days at King City Secondary School.

Since then, the organization has released the names and logos of the first four teams, as well as securing a sponsorship deal with Wilson Sports for the 2015 inaugural season.

This past weekend, CCWFL reps took to the National Women's Show at the Metro Toronto Convention Centre, looking to inspire young women to continue to be active in sports. Some Toronto Argonaut cheerleaders stopped by to show their support.

Stephanie Ambs, communications coordinator of the CCWFL, called the NWS presentation a success.

"We were met with a lot of support from both men and women there, prospective players, volunteers, and people who were just genuinely proud of the league and what it was doing for women."

On Friday night alone, four sign-ups were recruited from the convention.

"Even if women weren't interested in playing, they saw the value in the league and what it can do for women in sport."

Their male counterparts are putting in work for the organization as well, with players from the Argos and Hamilton Tiger Cats promoting the league through social media ever since some players attended the CCWFL's skills camp this past June. Their promotional video is also played at every home game.

Argos linebacker James Yurichuk attended the convention over the weekend, and has appeared on Breakfast Television as the official ambassador of the CCWFL.

"I can say on behalf of everyone in the CCWFL, the Argos support has been invaluable to our growth," said Ambs.

With the league looking to officially "kick-off" next year, there's a whirlwind of activity happening at the Nobleton office.

"We're working with a local company to design uniforms that will best fit women's bodies so they're ready when they hit the field in 2015," said Ambs. "This is only the beginning, as we're still seeking sponsors and donations to help us move strongly into the season."

The league is also accepting applications for various positions within the organization.

Paid registration will be open at the end of November, with practices commencing next January.

For more information and to register, visit www.ccwfl.ca.