



August 17, 2018

TORONTO ARGONAUTS TO HOST YOU CAN PLAY NIGHT ON SATURDAY

In celebration of the Canadian Football League's "Diversity is Strength" campaign, the Toronto Argonauts will host their very own You Can Play Night when the team faces the BC Lions at BMO Field this Saturday, August 18. The night will support You Can Play, a project dedicated to all who participate in sports, including athletes, coaches and fans regardless of race, color, gender identity, sexual orientation or socioeconomic status. Toronto Argonauts fullback Declan Cross currently serves as the team's official You Can Play ambassador.

"I am honoured to take on the role as the Toronto Argonauts' You Can Play ambassador this year," said Cross. "Working alongside my teammates to ensure all athletes, coaches and fans feel respected and welcome within the football community is a proud moment for me on and off the field."

Throughout the evening, Toronto Argonauts and BMO Field will feature numerous elements to celebrate diversity. Members of You Can Play will attend and participate in the coin toss, present the game ball and join a halftime interview. During the game, a public service announcement featuring Toronto Argonauts players and coaches will be shown in-arena and shared on Toronto Argonauts digital and social media channels.

A You Can Play table will be set up in the concourse to raise awareness and distribute promotional materials to fans. Fans who purchase tickets will also receive free admission to the Canadian National Exhibition.

"You Can Play is very grateful to the Toronto Argonauts for their long-standing commitment and visibility in promoting an inclusive and equal environment for all who enjoy the game," Jillian Svensson, Vice President, Development & Operations. "The funds and awareness generated from this Saturday's game will help us continue to promote a culture of acceptance and belonging. We are proud to be a partner with the CFL for Diversity is Strength and honoured to be a part of this special evening and campaign."

To help raise funds and awareness, limited edition You Can Play and Toronto Argonauts co-branded hats will be available for purchase for \$20 at BMO Field's concourse level, with all proceeds benefitting You Can Play. In addition, \$5 from every \$30 ticket purchased at www.ycp/argos.com using the promo code "YCPARGOS" will be donated to You Can Play.

For more information about You Can Play, click [here](#).

About the You Can Play Project:

You Can Play works to ensure safety and inclusion for all who participate in sports including athletes, coaches and fans. You Can Play believes sports teams should focus on the athlete's skills, work ethic, and competitive spirit, not their race, religion, national origin, gender, gender identity, disability, sexual orientation or socioeconomic status. More information about You Can Play can be found [here](#).

About Diversity is Strength:

CFL's Diversity is Strength Campaign works to signify that everyone is welcome to CFL regardless of race, religion, national origin, gender, gender identity, disability, sexual orientation or socioeconomic status. More information about Diversity is Strength can be found [here](#).

Media Contacts:

Nikk Kadbet, MLSE, Nikk.Kadbet@mlse.com, 647-919-6455

Chris Balenovich, Toronto Argonauts, Chris.Balenovich@mlse.com

Jillian Svensson, You Can Play, Jillian@youcanplayproject.org, 416-223-0397