

THE SHOUT OUT

The latest news from the Canadian Football Cheerleader Alumni Organization



A MESSAGE FROM OUR PRESIDENT

Tiffany Beveridge

What a wonderful past year it has been! A small idea between two former Ticat Cheer Alumni is now blooming into a notable alliance of like-minded women who are all able to reconnect and reminisce. With ambition and some dedication, our executive board has been busy behind the scenes to set some great foundation in our first year. Our hopes to build a vibrant community of former cheerleaders from across the country is surely coming together, and we are so excited about what's in store for the future! This past year we have been lucky enough to attend some great events across Canada, including the BC Lions alumni Golf Tournament and the ever popular Cheer Extravaganza at Grey Cup. The Calgary Directors have been busy running dance workshops and the Hamilton Directors put on a wonderful watch party at a local restaurant. As our brand awareness grows, our membership is also expanding, and our goal is to connect with as many former cheerleaders as possible so they too, can become a part of history with us!

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NEW DIRECTORS

Since our last newsletter we have welcomed three new co-directors to the CFCAO, Shauna Bzdel in Saskatchewan, Grace-Ann Gordon in Ottawa and Erica Snodgrass in B.C.



Grace-Ann Gordon

Grace-Ann began dancing at the age of seven training and competing in jazz, tap, ballet, hip hop, acro, and contemporary. She began her football cheerleading career in 2014 when she joined the Carleton University Ravens Rhythm Cheer Team, ultimately becoming a member of the Ottawa Redblacks Cheer and Dance Team in 2015. She has since choreographed routines for the Ravens Rhythm cheer team, as well as helped organized and choreographed for the Redblacks Alumni program. Grace-Ann has a degree in Criminology and Criminal Justice from Carleton University and is in the process of completing a second degree in Psychology and hopes to continue on to higher education.



Erica Snodgrass

Erica Snodgrass is a Dancer, Instructor, and Competition Adjudicator, with experience in Canada, New Zealand and the USA. She has successfully completed her Yoga Instructor training, as well as her Personal Training and Group Fitness Certifications. While completing her B.A. in Human and Social Development / Child and Youth Care, she directed the University of Victoria Dance Company for two seasons, and created "Th'AIR'apy In Motion", a dance/movement program for people with disabilities that has been used as a template for multiple specialized dance programs around Vancouver, B.C, including the Dance Without Limits program offered by The Cerebral Palsy Association of BC. Her career highlights include: BC Lions 'Felions' dance team, personal training the cast of "High Moon", adjudicating the National Dance Championships in New Zealand, The Canadian Video Game Awards 2012, dancing/modeling in the Grand Cultural Wedding Show, opening for "America's Best Dance Crew" Season 2 Champions - Quest Crew, dancing at ITM Model Look North America, and being a featured choreographer for BC Children's Hospital 'For Children We Care' Benefit. During the school season, Erica works as an Educational Assistant and teaches dance at the Dena Wosk School of Performing Arts. During the summers, Erica holds the position of Dance Director at Camp Danbee, an all-girls empowerment camp in Massachusetts, USA.



Shauna Bzdel

Shauna has been involved in Dance for most of her life. She trained at Dance Images by BJ in Moose Jaw where she currently runs the Ballet Program, as well as teaches Jazz, Tap, Lyrical, and Modern. Shauna was a Cheerleader for the Saskatchewan Roughriders from 1997 - 2003. During her time on the team, she had the opportunity to travel and perform at many Grey Cup events which included performing during the half-time shows with Shania Twain, Nelly Furtado, Bryan Adams, as well as many other prestigious events. While Cheerleading, she had the opportunity to become the Coach and Choreographer for the Saskatchewan Roughrider Cheerleaders from 2003, 2004 & 2006 which was an amazing experience. After her time with the Cheerleaders, she continued to volunteer on the sidelines at Saskatchewan Roughrider Games as a member of the "F-Troop" with her husband from 2007 - 2017. Now, Shauna enjoys teaching dance full time, adjudicating, and teaching workshops. She believes that as a Dance Educator - continuing her own professional development is very important and attends training courses every year, including the New York City Dance Alliance Convention. Our Studio has implemented many different programs for Community involvement. Shauna is very excited to share her passion and love of Dance with others and is looking forward to becoming a more involved member in the CFCAO in the years to come.

CFCAO ANNOUNCES OUR FIRST HONOURARY MEMBER

The Canadian Football Cheerleaders Alumni Organization is proud to announce the awarding of our first Honorary Membership to Edmonton Eskimos Cheer Team Coach Dianne Greenough. Dianne truly embodies the spirit, enthusiasm, optimism and empowerment that the CFCAO promotes among our members. Dianne joined the Edmonton Eskimos as the Cheer Team Coach in 1995 with the goal of not only coaching a top-notch team, but also with the intention of showcasing the team as athletes and as valued members of the community through participation in community activities. She introduced the CFL Cheer Extravaganza, now a staple at every Grey Cup, in 1997. She choreographed and produced half time shows for the Edmonton Eskimos and the CFL Grey Cup for years as well as 2001 World Track & Field Championships, 2005 World Master Games and countless other international events. Greenough expanded her work in the sport of Cheerleading when she opened Perfect Storm Athletics in 2010, an all-star cheerleading club with locations in Edmonton, Sherwood Park, Calgary and Lethbridge training over 2000 cheer athletes in Alberta. The final game of 2019 for the Edmonton Eskimos was Dianne's final game as the teams cheer coach, but don't tell her she's "retiring". She prefers to say she's just stepping away to give someone else the opportunity. She'll always be cheering for the green & gold but now from the stands. We welcome Dianne Greenough to the Canadian Football Cheerleaders Alumni Organization. We are honoured to have her as part of the organization.



Dianne Greenough, right

SAVE THE DATE!

Our first Canadian Football Cheerleader Alumni Conference is coming up!
Grey Cup Weekend
November 2021



RECENT EVENTS

CALGARY OUTRIDERS REUNION

On October 30th, over 45 Outrider alumni took part in the Calgary Stampeder's Pink Power Game.



ARGO PINK DAY

About 100 former Argo cheerleaders participated in the Toronto Argonauts Pink Day to raise funds and awareness for breast cancer on October 26, 2019.



GREY CUP REUNIONS

Our Hamilton and Winnipeg cheer alumni reunited to cheer on their teams in the 107th Grey Cup.



CHEER EXTRAVAGANZA

Sixty-five members of the Calgary Stampeder's Outrider Alumni took to the stage at the 107th Grey Cup to perform at Cheer Extravaganza



NEWS FROM THE CFCAO

It has been a busy first year for the CFCAO! We have successfully grown our membership to 135 and counting. We were pleased to be in a position to donate back to our respective CFL cheerleading/dance teams last year. The CFCAO donated \$10 from every membership fee back to your local team, which assisted the cheerleading/dance team with attending Grey Cup in 2019. We now have two director representatives for all teams, except Edmonton and our US expansion. We continue to look for representatives to fill those positions. If you are interested please send your resume and cover letter to raeane.cfcao@gmail.com

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We have continued to expand our presence on social media. Members are welcome to join our "CFCAO Members Only" Facebook page in addition to following us on the public "Canadian Football Cheerleaders Alumni" page. You can also follow us on Instagram at [cflcheeralumni](https://www.instagram.com/cflcheeralumni) to stay up to date on all upcoming events!

Another recent development is our online store! We have selected a vendor and launched our store which you can find a link to in our members only section on our website, cfcao.ca. Any purchases give 5% back to our organization

The CFCAO awarded our first Honorary membership and created a policy to allow for future selection or award to other outstanding individuals who once stood on the sidelines (we have received a couple nominations). The process for selections is posted in member only section-privacy policy set in place-expanded website to include member only area.

We look forward to seeing what our second year will bring!

NEWS FROM THE CFLAA

Did you know that the CFCAO is an official partner of the CFL Alumni Association (CFLAA)? Our two organizations work together to benefit our membership and our communities. Throughout the year, watch for opportunities to volunteer at CFLAA events. For example, at Grey Cup CFCAO members volunteered at the CFLAA Legends Luncheon and had an amazing time! 2020 will feature more opportunities to be a part of the events happening around the country. Leo Ezerins, Executive Director of the CFLAA will be keeping us up-to-date all season long. Also, CFCAO members are eligible to join the CFLAA as Associate Members! When you join, you become eligible for even more benefits and perks! The membership link will be open shortly. You can check out the CFLAA at www.cflaa.ca





LOCAL MEMBER PERKS

Your directors are busy lining up opportunities for CFCAO members to enjoy offers and discounts from local businesses in your area. Check out your local page on the Members Only section of our website to see what's available in your area. Also, if you or someone you know has a business and would like to partner with us at CFCAO, please contact your local director with the details.

A MESSAGE ABOUT COVID-19

We hope this newsletter finds you, and your families, well. Each day the message becomes more and more clear. Stay home, practice social distancing and wash your hands!

In this unprecedented time there is considerable uncertainty around many upcoming events. One of which is the 2020 CFL season. Many of the dance and cheer team auditions that had not already taken place have been postponed as have various combines and the start of the 2020 CFL Training Camp.

For more information on how the CFL is proceeding in the face of this new challenge you can find more information on cfl.ca, as well as Commissioner Ambrosie's message to fans by following this link: <https://www.cfl.ca/covid-19/>



NATIONAL MEMBER PERKS



Norwex is making a real impact all around the world by improving our quality of life by radically reducing chemicals in our homes. Norwex offers an amazing range of products including cleaning products for the home, personal care, kids, sports, pets and even your car! CFCAO members receive 20% off all purchases (including monthly specials and flash sales). Check out the products at https://norwex.biz/en_CA/, the contact Heather Hertel at heatherannhertel@gmail.com to place your order!

Whether it's for yourself, your family or gift-giving, Thirty-One Gifts offers a wide range of high-quality, stylish products, many of which are customizable. From handbags, accessories, travel duffles and storage items to home storage and décor items, the possibilities are endless with Thirty-One. Shop from the full catalog, check out monthly specials and find items you can make into one-of-a-kind treasures through the many personalization options. CFCAO Members enjoy 20% off! Check out the website to choose your items, www.lyndalaynegifts.com, then email your order to lynda.cfcao@gmail.com



Mabel's Labels is the best-known brand of durable labels for families. Not just for kids, the growing line of products features baby bottle labels, allergy and medical alert products, sports labels, household labels and seasonal items. A great way to explore Mabel's Labels is to check out the Starter Pack which includes 74 labels and 2 tags, regularly \$35.95, available now for only \$21.57! Of course CFCAO members always enjoy 15% off (excluding sale and stamp items), just use promo code CFCAA15 at checkout.

If you've never tried Arbonne products, now is the time! Arbonne delivers botanically based, personal care products and nutrition to your doorstep through Independent Consultants who can help you find products that meet your needs and your budget. Arbonne transforms lives through pure, botanically based ingredients in scientifically tested products; a pure, healthy lifestyle and the pure joy of helping others. CFCAO Members enjoy a 20% discount! Just check out the website, www.arbonne.com to shop for your products, then email Tiffany with your CFCAO card number to order. Tiffany.cfcao@gmail.com



When you're looking to take an event to the next level, look no further than One Eye Entertainment. With everything from photo booths, bouncy castles, bubble balls and sumo suits your next event is guaranteed to please. If you're wanting to step up your event planning even more, One Eye Entertainment can provide Princess and Pirate experience parties for kids! And if you have a wedding in your future and want to have a truly memorable day, look into One Eye's Wedding Choreography. CFCAO members receive 10% off all rentals from One Eye Entertainment. Check them out at <http://www.one-eye.ca/>

A MESSAGE FROM THE NEW CFCAO ONLINE STORE!

Brand You, Promotional Products is excited to be the exclusive supplier to the CFCAO on-line store. We are 100% Canadian owned and operated using suppliers through-out Canada. We are happy to be supporting all of your provinces. "Shopping Canadian" will always be a priority.

Over time, we will be adding more great products and removing any that might not be as popular, however, already, we are seeing your board has scored a touch-down with their selection. We have had orders for almost every product on line. If there is something you believe would be popular to add to your store, reach out to your board of directors to get a census on adding that item.

Did you know: 5% of your purchase is paid back to the CFCAO yearly to support your CFCAO charity? It is, and we are happy to be giving back on your behalf. Also the CFCAO has negotiated for you to receive discounted bulk pricing on any bulk orders you place for your businesses, teams, organizations and events, through plucas@brandyoupromotions.com. 5% from that order will also be paid to the CFCAO.

Check us out at www.brandyoupromotions.com. We have more than 30,000 branded items at every price point. We encourage group purchases to not only save on shipping but to get orders into production while we still have access to the product line. Thank you for giving us the opportunity of being part of your great organization. NOTE: We will do our best to keep with the committed timelines for delivery, however, some of our suppliers are working short hours, some are closed during these trying times. Please stay safe, exercise social distancing

Carpe Diem Paddie & Alex.

We are here to "BRAND YOU"



Executive Board of Directors

President and Co-Founder - Tiffany Beveridge

Vice President and Co-Founder - Raeanne Milovanovic

Treasurer - Julie Henning

Media Communications - Sharon Caddy

-Assistant Director of Media and Communications - Trisha Scime

Secretary - Lynda Fraser

