

## **JR LaRose – Biography**

JR LaRose is a 2011 Grey Cup champion. A proud member of One Arrow First Nation, he is an ambassador for Aboriginal peoples. He is an accomplished speaker speaking and facilitating over 400 presentations throughout Canada and the United States since 2008

Starting football at the age of 15 gave JR an opportunity to develop skills and build confidence. It would also be the beginning of a long and passion filled career as a football player. In 2011, JR was the starting safety for the BC Lions. In 2014 JR completed his ninth season in the CFL and fifth with the BC Lions.

Recognized by his team as a community leader, JR has been awarded the team's Jamie Taras award of Community Service for four straight years. He has also been nominated for the Canadian Football League's Tom Pate award four times, which honours the player who demonstrates outstanding sportsmanship, contribution to his team, contribution to his community, and contribution to his association.

JR is an accomplished speaker, having facilitated over 400 presentations throughout Canada and the United States since 2008. He has been spokesperson for the Be More Than A Bystander campaign since its inception in 2011, speaking to secondary schools throughout BC and starring in Bystander PSAs, radio spots and videos. Since retiring from the BC Lions, JR continues to travel throughout BC to present Be More Than A Bystander at high schools, post secondary institutions, community events and more, increasing awareness on the issue of violence against women and the importance of bystander intervention.