

**BE MORE  
THAN A BYSTANDER**  
BREAK THE SILENCE  
ON VIOLENCE AGAINST WOMEN

## Will Loftus

---

Retired CFL Safety and Be More Than A Bystander Spokesperson

### BIOGRAPHY

Will Loftus is a retired CFL Safety who played 11 seasons in the CFL with the Edmonton Eskimos and Montreal Alouettes. He is a two-time Grey Cup Champion, winning in 2002 with the Alouettes, and 2005 with the Eskimos.

Will now devotes himself to working with the Ministry of Children and Families, working with youth as a coach in community football and in Game Ready Fitness, a fitness youth development program which Will founded and runs, which aims to provide positive leadership to youth. Will is also the owner of Life Ready Facilitated Care which provides housing and life skills for youth in care.

Will became involved in the Be More Than A Bystander program after being inspired by his good friend, JR LaRose, former BC Lions and spokesperson for the Be More Than A Bystander program since its inception in 2011. Will feels passionately about how the conversation about the importance of speaking up about violence against women has the power to impact attitudes and beliefs, and aims to encourage people who witness abusive behaviours to feel empowered to intervene.

FOUNDING PARTNERS:



SUPPORTING PARTNER: