

# CFL has another slogan on way

EDMONTON (CP) — The CFL's Radically Canadian ad campaign has created a mild controversy with the *Our Balls Are Bigger* slogan, but the league is not backing down from its new-found macho marketing strategies.

Later this summer the league will be launching yet another in a line of T-shirts, these ones boldly emblazoned with the expression: *One Tough Mother*.

Jeff Giles, the CFL's chief operating officer, made no apologies this week for the new marketing approach.

"We wanted something with an

edge to it," said Giles, in Edmonton to flog the campaign. "We want our fans to stand up with passion and courage and say, 'I'm Canadian and proud of it.'"

He described the *One Tough Mother* slogan as defining the league's attitude.

"An element of pride in our toughness and resiliency and our Canadian identity and the fact we're not changing our game for anybody," said Giles.

The league will also be teaming up with Molson, tying in *Radically Canadian* with the brewery's wildly successful *I Am Canadian* campaign.

Winnipeg Blue Bombers general manager/head coach Cal Murphy and some others around the league have said that the *Our Balls Are Bigger* campaign was in poor taste and somewhat inaccurate.

Players have taken the slogan to mean that the CFL's football is bigger than the NFL's.

Although that was true for decades, the dimensions of both footballs are now essentially the same.

"There's no difference in the balls now," Winnipeg quarterback Kent Austin said recently.

"I used to have a tough time hold-

ing CFL footballs because they were so big. But they're the same size as the NFL balls these days."

Giles welcomes the controversy, especially considering the alternative for the struggling league.

"So we create a little controversy. I have no problem with that," he said.

Whatever the slogan's meaning, Giles said CFL executives are satisfied that the awareness created has been a boon for the league.

"Our objective already has been met because people are talking about us — negatively or positively," he said.