

SOUND AND VIDEO CHECK SLIDE FOLLOWS



Cutting through the noise

Using delightful content to deliver engagement

Martin Campbell, VP Marketing World Vision Canada, April 2024





OFFICIAL CHARITY OF THE CFL



It's like everyone tells a story about themselves inside their own head. Always. All the time. That story makes you what you are.
We build ourselves out of that story.

Patrick Rothfuss

The Beginning
Once upon a time
there was...



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FOOTBALL

Edmonton Elks receiver Eugene Lewis says mission to Africa changed his life

It was a life-changing experience for Eugene Lewis.

April 16, 2024 | 2 min read



A photograph of Eugene Lewis, a man with a beard and a baseball cap, kneeling on the ground in a dry, outdoor setting. He is holding a young child in his arms. The child is looking directly at the camera. The background shows a fence made of vertical wooden posts and a clear sky.

It was a life-changing experience for Eugene Lewis.

The Edmonton Elks receiver was among six CFL players who spent a week on a mission in Africa last month. Like many, Lewis had seen the commercials that request support for the less fortunate there but they didn't come close to preparing Lewis for his up-close-and-personal visit.

"It opened up my eyes to seeing a different part of the world and understanding what being grateful really, really is," Lewis said. "You just understand that in North America we have so many options.

ARTICLE CONTINUES BELOW

"We can decide, 'Do I want to go to work today? Do I feel sick?' In Kenya and other places in Africa, you don't have a choice but to get up. You need to have a purpose each and every day to help your family live and survive and be successful."

Lewis was among nine CFL players who served as World Vision ambassadors. Montreal Alouettes safety Marc-Antoine Dequoy, receivers Tim White (Hamilton Tiger-Cats), Reggie Begelton (Calgary Stampeders) and Nic Demski (Winnipeg Blue Bombers) were involved on a mission to the Philippines.

Lewis, linebackers Bo Lokombo (B.C. Lions) and Hance Muamba (retired

The Middle

The Plot Thickens





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The End
It's the way we tell 'em





Thank you

