



The Whitecourt Family Violence Initiative presents Len Rhodes, former President and CEO of the Edmonton Eskimos. As our virtual presenter, Len will be delivering “When Push Comes to Shove”, a conversation surrounding family abuse, and the domestic violence Len experienced in his own home growing up.

Date: November 18, 2020

Time: 9:00AM

Location: Virtual/Remote



## Len Rhodes Biography

Len has a history of putting the community first. He has held prominent volunteer roles in organizations that support women's shelters, prostate cancer research, animal welfare and amateur sports. He has been a vocal advocate for ending violence against women.

Len has held leadership roles in the business community. He is Chair of the Board at Alberta Gaming, Liquor & Cannabis Commission. He was president & CEO of the Edmonton Eskimos Football Club when the team won the 2015 Grey Cup Championship and hosted the 2018 Grey Cup Festival. Len oversaw the global operations of Reebok-CCM Hockey, chaired the Edmonton Chamber of Commerce and was a senior marketer at Molson-Coors.

In 2013, Len was named a CEASE Man of Honour in recognition of his commitment and contribution to end all sexual exploitation. In 2015, he was named to Edmonton's Power 30 Group by the Edmonton Journal. In 2016, Len was named to Alberta Venture Magazine's list of Alberta's 50 Most Influential People and he was also the recipient of the Alberta Government's Inspiration Award for his leadership in family violence prevention. Len was a member of the 2016 Team Canada armed forces mission to support our troops in Kuwait, Ukraine and France. Recently, he partnered with Prostate Cancer Canada to build awareness around the importance of medical exams and has also raised significant dollars for research – a cause that is close to his heart.

A native of Schefferville, Quebec, Len was raised in a low income, multi-cultural neighbourhood in Montreal where he graduated from Concordia University's John Molson School of Business with a Bachelor of Commerce and a Major in Marketing, earned with distinction. He is bilingual, speaking English and French, and his personal interests revolve around sports, business, his love of dogs and travel.

