



BRUCE COVERNTON

Of all the causes Bruce Covernton supports, suicide awareness and prevention is closest to his heart, as his mother took her own life. This event had an immense effect on Bruce's entire family, causing feelings of shame and bringing with it the stigma associated with suicide. It wasn't something that the family talked about openly, almost viewed as an "ugly" secret that should be kept behind closed doors. Through his volunteer efforts over the years, Bruce was able to talk openly about his mother's suicide and was able to gain closure, bringing peace to his life. By supporting suicide awareness and prevention, and being part of the Collateral Damage Project Team, Bruce hopes to help others break through the stigma of suicide and find closure of their own.

Born in Morris, Manitoba, but spending a good portion of his formative years in Winnipeg, Bruce attended Weber State University, on a scholarship, where he was a first team All-American in football. He began his CFL career in 1992 as the number one draft pick of the Calgary Stampeders. During his seven seasons with the Stampeders, Bruce was the Western Division's Most Outstanding Rookie in 1992, the Western Division's Most Outstanding Offensive Lineman in 1993, an All-Canadian in 1993 and a Grey Cup Champion in 1992 and 1998. A severe shoulder injury, suffered in 1995, eventually forced Bruce to think about life after football.

Bruce joined Mark Staffing Solutions Inc., a Calgary based staffing company that has provided administrative support staff to some of the city's best companies since 1990, while still playing for the Stampeders. He worked with the company until December 2000 and, after pursuing other opportunities, returned to the organization in 2009 as Vice President, Business Development, a position he still holds today.

Bruce is also co-owner of CostaCana Imports, a company he founded in 2006 with his partner, Greg McGinley. Costa Cana operates by providing non-profit organizations in Canada quality, fair trade certified coffee that they can sell as a fundraising initiative, thereby supporting their larger organizational goals. A percentage of all sales are committed back to social projects in San Vito, the Costa Rican village where the coffee is grown, creating a healthier economy and improving the lives of the company's dedicated coffee farmers and heir families.





Bruce understands what it means to be a part of the community and has donated many hours of his time to various initiatives in Calgary. Some of his more recent volunteer credits include: Calgary Urban Project Society (CUPS); Calgary Educational Partnership Foundation; Calgary Drop-In Centre; and the Canadian Mental Health Association – Suicide Services. Bruce is a youth football coach for the Calgary Falcons and an active member of the Calgary Stampeder Alumni Association. He also supports more than 30 different charities by donating his time and participating in various events.

