

## I Don't Like Football

by Stephen Elliott-Buckley - Monday, November 22, 2004

<http://politicsrespun.org/2004/11/i-dont-like-football/>

Now I like it even less.

Not the European variety, but North American football, which has recently decided to pimp itself even more.

Much like why I dislike the Olympics--corporate sponsorship destroying pure[ish] sport--I'm growing greatly opposed to football's corporate bondage.



Now, Canadian universities' national football championship, the Vanier Cup, is sponsored by [Desjardins](#).



[BC's high school football](#) championship is now titled the Subway Bowl, which is a rather smart idea since Subway exists in more than a few food fairs [formerly, cafeterias] in at least Coquitlam schools.



Subway is even [sponsoring](#) the season's awards night for players; I wonder if they'll get to eat subs. The best players even get to be [Pepsi Provincial All-Stars](#):

*"If you are selected as a Pepsi Provincial All-Star or a Scholarship Winner you will be notified by your coach at least one week before the banquet. The entire Pepsi Provincial All-Star Team, and Players of the Year, will not be announced until December 1st."*

Hurray for "amateur" sports!

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