



Public Relations Officer Update March 2024

In the news

ON Command's role in Veteran transition: police assistance

North Bay police are the latest force to start using a special form developed in part by the Legion both regionally and nationally, to help Veterans living on the streets.

[North Bay news: Police to be equipped with referral forms to assist veterans in need | CTV News](#)

[The Royal Canadian Legion on X: "North Bay police to be equipped with referral forms to assist Veterans in need" / X \(twitter.com\)](#)

Stories mentioning the Legion or the Legion's work

Stories appear regularly that speak of the Legion but do not necessarily involve Legion spokespeople.

Former member arrested on fraud charges

[House arrest for former legion member convicted of fraud \(niagarafallsreview.ca\)](#)

A bit of Legion history in Kapuskasing, ON

[Kap History: Legion expansion project announced - My Kap-Hearst Now \(mykaphearstnow.com\)](#)

Looking for Vietnam war veterans

[Thousands of Canadians served in the Vietnam War. These researchers are looking for them | CBC News](#)

Keeping the Legion alive in Vancouver: supportive article

[Legions keep human connection alive in our neighbourhoods | Georgia Straight Vancouver's source for arts, culture, and events](#)

Branch or regional challenges

Branches can face challenging times but seek out solutions wherever possible. Here were some of the circulating issues during the February period.

BC branch being audited

<https://www.vernonmorningstar.com/news/legion-lockout-revelstoke-branch-audited-by-bc-yukon-legion-command-7326454>

Branch in Barrie, ON faces backlash over event

[Area legion's drag-queen show stirs up 'hoopla,' spurs sellout - Barrie News \(barrietoday.com\)](#)

BC-Y Command addresses branch issues

[BC Yukon Legion Command updates on Revelstoke Legion - Vernon Morning Star](#)

SK Command comments on community vandalism

[Regina's Victoria Park cenotaph vandalized for second time in two days | 650 CKOM](#)

Poppies cannot be walked upon (note that a community spokesperson uses "National Poppy Foundation" however there is no such thing)

[Legion halts poppy crosswalk proposal in Sherwood Park | Sherwood Park News](#)

Branch programs and events

A sampling of creative programs and events...ideas that may work elsewhere in the country.

New Bistro at Aurora, ON branch

[Local chef bringing new zest to Aurora legion dining - Newmarket News \(newmarkettoday.ca\)](#)

Helping out with a Wounded Warriors run – a regular occurrence for branches

[Qualicum Beach employee leads Wounded Warrior Run BC into town - Parksville Qualicum Beach News \(pqbnews.com\)](#)

Public speaking contests

[Lucknow legion announces winners of annual public speaking competition | Lucknow Sentinel](#)

[Legion hosted annual public speaking contest | Sudbury Star \(thesudburystar.com\)](#)

Maple sugar event

[55th Annual Maple Syrup Festival at the R. C. Legion Br. 374 on St. Joseph Island – Wawa-news.com](#)

Free darts for teens

[Target audience: Teens can play darts for free at the legion - Innisfil News \(innisfilday.ca\)](#)

Branch makeover

[PressReader.com - Digital Newspaper & Magazine Subscriptions](#)

Solar eclipse event at branch

[Preparations underway in Port Stanley for rare solar eclipse | CTV News](#)

New banner initiative in Milton, ON

[Milton Legion honouring local veterans with new banner program | FM101 Milton Now](#)

Remembrance throughout the year

Remembrance projects are always front and centre in regional news.

[Legion bringing home flag that flew at Normandy's Juno Beach Centre \(thepeterboroughexaminer.com\)](#)

[Heritage committee now accepting applications for Veterans' Banners Program - MooseJawToday.com](#)

[Local resident makes significant donation to Cenotaph restoration fund | Saugeen Times](#)

[Afghanistan war memorial unveiled in Amherst N.S. \(yahoo.com\)](#)

[Bradford, Innisfil join world record attempt to honour RCAF - Bradford News \(bradfordtoday.ca\)](#)

[East Hawkesbury looking into commemorative park at site of WWII flight school - Les éditions André Paquette \(editionap.ca\)](#)

[Royal Canadian Legion Branch 260 requests Alder Avenue be renamed - 100 Mile Free Press](#)

[100 Mile child's poster in running for national prize from Royal Canadian Legion - 100 Mile Free Press](#)

[Honour our Veterans banner program approved for North Battleford | battlefordsNOW](#)

['A big deal': Legion seeking support for monument in Veterans' Park - Orillia News \(orilliamatters.com\)](#)

[Local artists to showcase work on Didsbury, Alta. streetlight banners | CTV News](#)

Support for Air Force 100:

[Wedgeport Legion to host Air Force commemoration | Y95.5 \(cils.com\)](#)

[Ajax, Uxbridge, Whitby landmarks to light up blue for RCAF \(durhamregion.com\)](#)

[Legion celebrating 100 years of the RCAF - DiscoverMooseJaw.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

The community supports the Legion

Some of the frequent examples of support by appreciative communities and governments.

Amazing painting by community member/Legion member

[Gratitude for Amazing Donation \(cornwallseawaynews.com\)](#)

Grant for renovations

[Trillium Grant Used For Dresden Legion Renovations - 99.1 FM CKXS | Your Music Variety \(ckxsfm.com\)](#)

Money for generator

[Generator funding for legion in St. Peter's | 101.5 The Hawk \(1015thehawk.com\)](#)

Ladies auxiliary donates generously

[Who gets funding from the Westlock Legion? Three groups win - TownAndCountryToday.com](#)

Funding for branch

[Kiwanis Club wraps up Christmas Toy and Food Drive with donations to community organizations | The County Weekly News](#)

Legion branches receive thousands from local councils

[Councillors OK thousands for Gravenhurst businesses, groups \(muskokaregion.com\)](#)

[St. Clair Township doles out funding to Brigden Legion in 2024 budget - CKNX News Today](#)

[Council decides on use of COVID-19 grant - Houston Today \(houston-today.com\)](#)

The “community” in the Legion’s work

Some of the many positive stories showcasing how the Legion helps with community activities and needs.

[Who gets funding from the Westlock Legion? Three groups win - TownAndCountryToday.com](#)

[Legion Branch 25 donates \\$45,000 to food banks, ARCH - Sault Ste. Marie News \(sootoday.com\)](#)

[Dancing with the CCH Stars Fundraiser a Resounding Success \(cornwallseawaynews.com\)](#)

[Legion washer toss for HGH cardiology - The Review Newspaper](#)

[Roughly \\$90,000 donated to SD72 student scholarships and bursaries - Campbell River Mirror](#)

[Legion donates Poppy Fund to Palliative Care Family Room | Cranbrook, East Kootenay \(e-know.ca\)](#)

[Legion donates \\$5,000 to Southampton school playground project | The Shoreline Beacon](#)

[Easter egg hunts and spring fun happening across the GTA \(muskokaregion.com\)](#)

Branch milestones

Branches across the country are regularly featured in media reports when they have interesting updates to share.

Historic look-back

[From the front page: 46 years ago \(March 8, 1978\) | Cochrane Times-Post \(cochranetimespost.ca\)](#)

Celebrating 90 years

[Malahat Legion Branch 134 celebrates 90 years - Cowichan Valley Citizen](#)

Cribbage wins

[Stoughton legion wins three provincial cribbage titles - SaskToday.ca](#)

New cooling system

[New HVAC makes Sturgeon Falls’ Legion the coolest place to be - North Bay News \(baytoday.ca\)](#)

New branch retail kitchen opens

[Gina’s Kitchen open for business inside the Wallaceburg Legion | Wallaceburg News | Local news in Wallaceburg, Dresden and surrounding areas. \(sydenhamcurrent.ca\)](#)

New BC branch location

[Sechelt Legion hosts last hurrah before moving into new location - Coast Reporter](#)

Branch 75th celebrated in QC national assembly

From QC National Assembly

Instant Play Link:

<http://my.tvey.es/y2P6Q>

(Note: Available until April 26, Cannot be shared more widely due to monitoring agreement.)

Branch promotions: worth the while

Some examples of branches advertising their initiatives via radio and media spots.

[Local legion selling rain barrels to raise funds | Gananoque Reporter](#)

[Dryden Legion – Vimy Ridge | CKDR](#)

Post Poppy Campaign 2023: outcomes

Results and thank you messages continue to be shared.

[2023 Poppy Campaign makes huge gains for Legion Branch 56 - SwiftCurrentOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Legion's poppy campaign tops \\$20,000 mark - Trail Times](#)

On a lighter note!

Stories involving the Legion in some lighthearted way.

[Catch the Ace lottery jackpot in Barrie hits milestone jackpot | CTV News](#)

[Iconic Scottish poet Robbie Burns celebrated with dinner and toasts - LakelandToday.ca](#)

[1 of the last surviving N.L. WW II veterans honoured on 100th birthday | CBC News](#)

[North Bay Sports Hall of Fame names winners for 2023 | North Bay Nugget](#)

[Royal Canadian Air Force illuminates the sky blue | CTV News](#)

[Pickering Easter Parade gets new route \(durhamregion.com\)](#)

National Headquarters

Legion offers condolences on the passing of Brian Mulroney

The organization shared the following statement in media upon the passing of the former prime minister. Versions were reproduced in various publications across the country.

[Legion remembers former Prime Minister Brian Mulroney](#)

Social media posts:

<https://www.instagram.com/p/C3-TcqCODj7/>

<https://x.com/RoyalCdnLegion/status/1763558188903792807?s=20>

<https://www.facebook.com/CanadianLegion/posts/pfbid04rRxrySvzZX2RQEG7YqmY6HUCEjKYdgPzBx5pUsHXNRPQQ48YVKLdJMzZcN9eqXul>

[Legion remembers former Prime Minister Brian Mulroney | Ottawa Sun](#)

[Legion remembers former Prime Minister Brian Mulroney | Peace River Record Gazette \(prrecordgazette.com\)](#)

Follow Legion national social media

Check out all the chatter and feedback when you can!

Legion.ca

Facebook.com/CanadianLegion

Twitter.com/RoyalCdnLegion

Instagram.com/royalcanadianlegion

youtube.com/user/RCLDominionCommand

vimeo.com/royalcanadianlegion

Linkedin.com/company/royalcanadianlegion

Feedback

Legion handout products for events

A branch representative called recently looking for items to hand out at an upcoming event. We usually suggest that branches take a look at some of the items available through www.poppystore.ca and also, via Veterans Affairs Canada. The Legion's headquarters does not currently produce and store an ongoing supply of promotional stock.

This is one place to start depending up on what sorts of items are required: [Canada Remembers Online Ordering \(vac-acc.gc.ca\)](http://CanadaRemembersOnlineOrdering(vac-acc.gc.ca)).



Events of note

Events of note (April-May)

- **March 29 – April 1** – National Headquarters closed for Easter holiday
- **April 1** – Royal Canadian Air Force 100th anniversary
- **April 9** – Vimy Ridge day – Legion flags at half mast
- **April 14-20**- National Volunteer Week
- **April 24-29** – DEC and Dominion committee-related meetings in Ottawa
- **April** – “Month of the Military Child” - supportive NHQ social media