



Public Relations Officer Update

January – March 2025

In the news

BRANCH AND DISTRICT PROJECTS AND EVENTS

A sampling of programs, events, and Veteran support efforts...ideas that may work elsewhere in the country.

Community garage sale

[Weyburn Legion getting ready for Huge Indoor Garage Sale - DiscoverWeyburn.com - Local news, Weather, Sports, Free Classifieds and Job Listings for the Weyburn, Saskatchewan](#)

Fundraising concert

[Esquimalt Legion to hold all-day charity concert for Veterans House - Oak Bay News](#)

Fashion show fundraiser

[Victoria Harbour fundraiser aims to crown 'Queen for a Day' - Midland News](#)

Maple syrup event

[Legion hosts maple syrup festival on St. Joseph Island | Sault Star](#)

Volunteer fair

[Kaslo's Royal Canadian Legion will host volunteer fair to connect community members and non-profit organizations - Nelson News - Castanet.net](#)

St. Patrick's Day event

[IN PHOTOS | Irish dancers highlight super celebration at the Legion: Photo Gallery - Burlington News](#)

Chili cook-off

[Legion's annual chili cook-off really brings the heat](#)

Service recognition book and banners

[Fonthill Legion seeks veterans for banner, book programs - PelhamToday.ca](#)

Wrestling show

[Fans packed Estevan Legion for exciting Canadian Wrestling show - SaskToday.ca](#)

Flag day events

[60th anniversary of Maple Leaf marked with pride on Flag Day](#)

Summer farmer's market

[Millet Legion bringing summer farmer's market to town | Wetaskiwin Times](#)

Valentine's dance

[Fall in Love with the Legion dinner, dance looks to raise \\$5K - Innisfil News](#)

Public speaking competitions

[Gore Bay Legion celebrates the 2025 Legion Public Speaking competition | The Manitoulin Expositor](#)

[Island Legion branches hosting elementary public speaking contests | The Manitoulin Expositor](#)

Veteran housing

[Legion and Knights of Columbus work to keep veterans warm in winter | Cornwall Standard-Freeholder](#)

BRANCH OR REGIONAL CHALLENGES, OR ISSUES OF NOTE

Branches can face challenging times or need to handle unexpected situations. Here were some of the circulating issues between January and March.

[Royal Canadian Legion organization dealing with alleged fraud](#)

- [Former accountant suspected in Legion fraud](#)

[Legion branch in Pleasantville closed after major leak, but historic artifacts spared from damage | CBC.ca](#)

[RCMP investigating after Peachland Legion, multiple businesses egged - Penticton Western News](#)

[Uproar over live music issue in Port Dover | Simcoe Reformer](#)

****A reminder in this next story, that of course Veterans are free to express their personal opinions on various matters, but **must not use** their Legion title and/or leave the impression that they are speaking on behalf of the Legion.*

[Veteran says "Canada is not for sale" - Airdrie News](#)

[Roxboro Legion nears renovation completion, faces financial challenges](#)

- [Roxboro Legion encourages Montrealers to visit after renovations due to fire | CityNews Montreal](#)

[Legion puts building discussions on hold until after new executive is chosen - Niagara-on-the-Lake Local](#)

[Cape Breton police still investigating armed robbery at Sydney Legion | PNI Atlantic News](#)

[Callander branch of Royal Canadian Legion 'powers' suspended | North Bay Nugget](#)

[Smoke closes Cloverdale Legion for two hours - Peace Arch News](#)

[Cloverdale Legion placed under trusteeship - Peace Arch News](#)

[The Legion in Campbellton is in need of costly upgrades | Telegraph-Journal](#)

[OPP lays charges after theft at Gravenhurst's legion branch](#)

➤ <https://barrie360.com/stolen-clothing-items-gravenhurst-legion/>

[Orillia's Legion seeking a licence to print money — sort of - Orillia News](#)

['Devastating blow': Flood at Louisbourg legion branch shuts down food program | CBC News](#)

REMEMBRANCE THROUGHOUT THE YEAR

Remembrance projects are always front and centre in regional news. Here are some of the many examples.

[Lacombe Legion to honour community, members and Vimy Ridge anniversary - Lacombe Express](#)

Cenotaph project

[ceno | High River Times](#)

[Campbell River to commemorate 80th anniversary of the liberation of Netherlands - Campbell River Mirror](#)

[Wetaskiwin Legion invites community to see new murals - Wetaskiwin News](#)

[C.C. McLean school Legion Remembrance Day contest winners announced | The Manitoulin Expositor](#)

[RCAF veteran to share stories from Cold War at Bradford event \(update\) - Bradford News](#)

[Sooke students to compete province-wide in national remembrance competition - Sooke News Mirror](#)

[Osoyoos Legion gets another wartime mural by beloved artist - Oliver/Osoyoos News - Castanet.net](#)

[Quilters thanked for honouring veterans](#)

[Thirty new banners being added to Memorial Banner Program in Yarmouth | PNI Atlantic News](#)

➤ [Town of Yarmouth to create new veteran banners | Y95.5](#)

[Award-winning Remembrance Day writings by Perth students](#)

[Municipality of Lakeshore looking to honour local Veterans through several initiatives | Spare News | pentictonherald.ca](#)

THE COMMUNITY SUPPORTS THE LEGION

Some of the frequent examples of support by appreciative communities and governments, to allow for a range of branch events and operations.

[Grants will help offer seniors programs to avoid isolation | Windsor Star](#)

[Lafarge's quality concrete solutions is reshaping sustainable construction - Sault Ste. Marie News](#)

[Haight grant awarded to Curling Club, Legion and others - South Muskoka Doppler](#)

[Real estate form supports Legion Poppy Fund | The Manitoulin Expositor](#)

[City heritage grant under review in Delta, BC - Delta Optimist](#)

[Joe Mavrinac Community Complex receives \\$500,000 in funding | Northern News](#)

[Thorold Legion gets financial boost from BIA - Thorold News](#)

[Kirkland Lake Legion receives some Christmas magic | Northern News](#)

[Central Alberta company gives its RCL branch loads of poppy love - The Albertan News](#)

THE LEGION SUPPORTS THE COMMUNITY

Some of the many positive stories showcasing how the Legion helps both by providing Poppy funds, and helping with community activities and needs.

[Legion branches make large donation to High River hospital - Okotoks & Foothills News](#)

[Cranbrook Legion raises \\$25,000 for community groups - Cranbrook Daily Townsman](#)

[PHOTOS: Port Hardy legion donates to numerous community organizations - North Island Gazette](#)

[Legion donates to 'vital' GBGH MRI campaign - Midland News](#)

[Legion donation helps Huron Shores firefighters train on new equipment - Elliot Lake News](#)

[Royal Canadian Legion donates to local firefighting departments - My Espanola Now](#)

[Wounded Warrior runners make way through Parksville Qualicum Beach region - Parksville Qualicum Beach News](#)

[Barriere Outdoor Club benefits from Royal Canadian Legion #242 donation - North Thompson Star/Journal](#)

[Cadets benefit from Prince Albert Royal Canadian Legion support | Prince Albert Daily Herald](#)

[Legion donation to help Fairhaven make residents comfortable](#)

[Branch 25 donation funds new gastroscope for SAH | Sault This Week](#)

[Legion Funding Supports New Medical Equipment for CKHA - 99.1 FM CKXS | Your Music Variety](#)

[Orangeville Legion Presents Donation to Headwaters Health Care Foundation | Caledon Citizen](#)

[Legion contributes to Hawkesbury food bank - The Review Newspaper](#)

[Jasper legion using music to bring a rebuilding community together | CBC.ca](#)

[Smiths Falls Legion opens temporary warming centre](#)

[RCL, Branch 423 makes donation](#)

[Legion donates to new Paisley branch of county library](#)

[Central Alberta legion donates \\$5,000 to Sundre Aquaplex - The Albertan News](#)

['Burst of energy': Aurora Legion donates \\$6K to Inn From the Cold - Newmarket News](#)

BRANCH AND COMMAND MILESTONES

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

Branch relocations

[Legion relocation banquet lets members say farewell to 'old friend' - MooseJawToday.com](#)

[Moose Jaw Legion relocation supper sells out quickly - MooseJawToday.com](#)

[Kelowna Legion eager to enter new building](#)

[Grand Bend Legion now aims for spring completion](#)

[Ponoka Legion Branch No. 66 celebrates new building with grand opening ceremony - Ponoka News](#)

Heritage designation

[Galt Legion building recommended for heritage designation - CambridgeToday.ca](#)

Growing capacity

[Sechelt Legion wants to increase seating from 60 to 100 - Coast Reporter](#)

BRANCH PROMOTIONS

Tools such as branch promotions, ads and letters in local papers are worth the while, and sometimes there is no cost. Here are some recent examples.

[Royal Canadian Legion Steak Night Fundraiser | paNOW](#)

[Royal Canadian Legions a Great Place to Support Local: Deon | VOCM](#)

[Favourite Saturday events returns to Port Morien | PNI Atlantic News](#)

[Memorial cribbage tournament this weekend at Guelph legion - Guelph News](#)

[WHAT'S ON: A list of PQB community events, week of March 3, 2025 - Parksville Qualicum Beach News](#)

[Meadow Lake Royal Canadian Legion BR#76 Wing Night | saskNOW | Saskatchewan | News, Sports, Weather, Obituaries, Classifieds](#)

[Essex County Residents: Apply Now for Royal Canadian Legion Bursary Program Before Deadline | Spare News | pentictonherald.ca](#)

[Keremeos Legion in need of volunteers - Keremeos Review](#)

REPORTING ON THE POPPY FUND/ THANKING COMMUNITIES

Reporting back to the community and thanking them for their support is an important aspect of local branch business.

[Legion delivers Poppy Fund proceeds | Cranbrook](#)

[Poppy Campaign raises nearly \\$28k for veterans - SwiftCurrentOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Legion backs Sault Area Hospital equipment purchase | Sault Star](#)

[LEGION REPORT: 2024 Poppy Campaign a great success - The Quebec Chronicle Telegraph](#)

[Letter: Thanks for your support in 2025](#)

STORIES MENTIONING THE LEGION

There are regular stories mentioning the Legion or its work, but that do not directly involve Legion spokespeople.

[Preserve, develop, inspire: The Juno Beach Centre under new President Chris LaBossiere - Legion Magazine](#)

[UBC alleges no wrongdoing in class action suit by evacuated Kelowna residents - The Abbotsford News](#)

[LETTER: Remembering the battle over Canada's flag - EloraFergusToday.com](#)

[Today is National Flag of Canada Day -- What does the flag mean to you? - DiscoverEstevan.com - Local news, Weather, Sports, Free Classifieds and Business Listings for the Estevan, Saskatchewan](#)

[Good time to join the Legion](#)

[Silver Cross Mother Luncheon Held Nationally | Mirage News](#)

ON A LIGHTER NOTE!

Stories involving the Legion in some lighthearted or notable way.

Taking a gamble

- [Kincardine Ace caught for over \\$120,000](#)
- [Advocate editor catches the Ace in progressive lottery | Mitchell Advocate](#)
- [LEGION REPORT: Pharmacology student wins big at Chase the Ace - The Quebec Chronicle Telegraph](#)

[Fundraising indoor yard sale runs a-fowl - Grand Forks Gazette](#)

[Big band in Sudbury celebrates 40 years – CTVNews](#)

2024 New Years and Christmas holiday celebrations took place at many Branches - here are just a few of many examples that were published well into the new year.

- [Royal Canadian Legion hosts annual New Year's levee in Cornwall | Cornwall Standard-Freeholder](#)
- [Holiday auction deemed 'roaring success' by Burns Lake Legion - Burns Lake Lakes District News](#)
- [<https://www.lakelandtoday.ca/bonnyville-news/bonnyville-legion-rings-in-the-new-year-10030893>](#)
- [New Year's Levee more than handshakes and pleasantries - PelhamToday.ca](#)
- [Annual Levee and Moose Milk Ushers in New Year](#)
- [Levee highlights legion community, 'where somebody knows your name' - Niagara-on-the-Lake Local](#)

[Second World War naval veteran celebrates 100th birthday in Winnipeg](#)

[Looking for somewhere fun to watch Super Bowl? Legion has you covered - Burlington News](#)

[Grand prize drawn in Estevan legion truck raffle - SaskToday.ca](#)

Robbie Burns events – a few examples!

[Local legion getting ready to celebrate Scotland's Bard | Gananoque Reporter](#)

[Robbie Burns Night coming up at the Williams Lake legion - The Williams Lake Tribune](#)

[Celebrate Robbie Burns with dinner and /or a show | Wetaskiwin Times](#)



National Headquarters

Crosswalk template

As a reminder, National Headquarters developed a new crosswalk template that should make it pretty seamless for communities to present the idea to their municipalities, if they are interested in honouring Veterans in this way. You can learn more by visiting the member portal.

<https://portal.legion.ca/branch-and-command-resources/poppy-and-remembrance/commemorative-crosswalk>

***Below are examples of communities in various stages of planning to paint a crosswalk. The Legion design is highly recommended so **PROs are encouraged to remind their regions** that an approved template exists:

- [Osoyoos Legion seeks crosswalk honouring veterans - Oliver/Osoyoos News - Castanet.net](#)
- [High River slated to get its own Veterans' Crosswalk this summer - OkotoksOnline.com - Local news, Weather, Sports, and Job Listings for Okotoks, Alberta, and area.](#)
- [Midland councillor pitches memorial crosswalk to honour veterans - Midland News](#)
- ['Veterans sidewalks' in Calgary a permanent memorial to those who served](#)

National Headquarters End of Year report

Each year, the Legion reports back on National Headquarters projects and achievements. A shorter version of the following article will also appear in an upcoming issue of Legion Magazine.

[Serving, supporting, remembering... and a new Poppy Campaign collaboration](#)

National support for Children's books

The Legion's financial contribution to children's books that introduce the realities of military family life, is helping ensure the books reach a wider audience.

[Unique storybooks support Canadian children from military | Belleville Intelligencer](#)

[Reading the stories of their life - SaskToday.ca](#)

The Burns Way Support

Dominion Command continues to offer support for the Burns Way, a program that offers Veterans easier access to mental health/ peer support. Legion support was recently mentioned in a Burns Way release.

[The Burns Way Launches with Over 50 Volunteer Veteran Peers](#)

Hero's Ridge

The Legion's National Headquarters supports Heroes Ridge which highlights Veterans at Senators' hockey games. The support, and more background, is mentioned in this piece.

[Meet the Hero's Ridge nominees for the month of December | Ottawa Senators](#)

Legion national promotions

Stay tuned to social media where you'll also find out more about new Poppy Store items available for purchase such as in this post below.

[The Royal Canadian Legion on X: "Beat the winter chill, and stay warm in a Legion hoodie! With different styles to choose from, there's a Legion hoodie for everyone! Shop yours online at The Poppy Store by visiting: <https://t.co/w5NLNMPjkZ> or contact your local Legion branch. <https://t.co/Zh7IPUh9Z6>" / X](#)

Follow Legion National Headquarters 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 response to US tariff situation

We have been asked if we plan to issue a response to the current tense situation related to decisions by the President of the United States. We have also been asked for support of outside marketing items that are political in nature.

There are no plans to become embroiled in politics, or to start marketing anti-51st state products, for example. However, the Legion's foundational concepts include unity, support for Canada as a nation, and camaraderie and support for its allies. In due course the organization may issue some thoughts related to the current climate. If so, regions will be alerted.

PROs are asked to remind regional representatives that they should not offer media opinions about this political situation, **if** they are speaking on behalf of the organization. Any organizational questions that are political in nature can always be forwarded to provincial commands or national headquarters.

Community-led Remembrance projects

We regularly receive outreach from people who have created remembrance or Veteran-related projects, and they are shared for information only – the Legion is **not officially** endorsing or involved in the following project sent to us recently, it is presented for interest only.

Remembrance project taking place in the UK in May 2025, it was submitted by a BC citizen: Craig McKie, Chilliwack, British Columbia, Canada.

May 31st, 1 PM
Alner's Gorse
Hazelbury Bryan, Dorset

Unveiling of memorial to the RCAF crew of LN443 who died there in a friendly fire accident on May 29th, 1944. Their Wellington bomber, returning from a mission to drop radar chaff over Nantes, in France, as part of the deception operation prior to D-Day, crashlanded here.

Their aircraft was shot up by an RAF Mosquito nightfighter and crashlanded on a farm field hereabouts. My father, who was the pilot, survived for half an hour it later ensued but succumbed to his injuries under a hedge on the country main road. Another RCAF-crewed Wellington crashed 4 miles to the east with three survivors who bailed out.

Families were told none of this, not even the fact that the Canadian High Commissioner and Air Attache attended in the summer of 1944 to unveil a memorial (since gone missing). This late Spring, after 81 years, and to make amends, we will unveil a new memorial to these men from Canada. All going well weatherwise, the RAF Red Arrows will overfly the event attended by an RAF honour guard, senior officers, and a piper to play The Flowers of the Forest for them, and especially for my father and for our namesake ancestors from Galloway, now with very many scattered descendants across the globe, who once fought for The Bruce and then on down for one Crown or the other across the centuries.

We do not forget!

The other members of the lost crew:

Flying Officer Charles Allen Blackmore [J36399, Blackfalds, Alberta]

Flying Officer Leonard Joseph Smith [J35016, Toronto, Ontario (4 Prospect Ave.); born Midland, Ontario]

Pilot Officer William Howard Geddes [J39029, Guelph, Ontario (61 Albert Street)]

Sgt. Bruce Gordon [R152957, Air Gunner, Winnipeg, Manitoba]

Sgt. Albert Howard Spinks [R210945, Port Coquitlam, BC; born Winnipeg, Manitoba]

Any way of notifying their relatives and descendants of the event would be very positive. They were all childless when they died so its likely down to great nieces and nephews in AD 2025.

a) If possible, they should all now know what happened.

b)

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Stainless steel plaque
3mm thick with studded back fixings.



Events of note

Events of note (April-June)

- **April 26-27 2025** – DEC meetings in Ottawa
- **May 2-4** – Alberta/NWT convention, Stony Plain AB
- **May 10-13** – Ontario convention, London ON
- **May 16-18** – Dominion president attends Royal British Legion convention, UK
- **May 17-19**– Quebec convention, Quebec City, QC
- **May 17-19** – NS/NU convention, Antigonish, NS
- **May 23-24** – Dominion president attends Scottish Legion convention, UK
- **May 23-25** – PEI convention, Wellington, PEI
- **June 1-30** – Navy Bike Ride, Legion is a sponsor
- **June 5-8** – BC/Yukon convention, Kamloops, BC
- **June 13-15** – MB/NWO convention, Winnipeg, MB