



# Public Relations Officer Update May 2024

# In the news

## **“Newfoundland National War Memorial” – 100 years later**

Colleagues at Newfoundland and Labrador Command have been working closely with Veterans Affairs Canada and supporters, on the repatriation of an unknown soldier to help mark the 100<sup>th</sup> anniversary of the Newfoundland National War Memorial – a celebration of which is set to take place on July 1. There were many related stories in May, most featuring colleagues from Newfoundland Command. Here are just some of them:

<https://www.cbc.ca/news/canada/newfoundland-labrador/nl-unknown-soldier-repatriation-1.7196924>

[Legion Promises Moving, Emotional Events Leading Up to July 1st | VOXM](#)

[https://ntv.ca/preparations-underway-for-unknown-soldiers-repatriation-ceremony/?feed\\_id=13252&unique\\_id=664d34e69000f](https://ntv.ca/preparations-underway-for-unknown-soldiers-repatriation-ceremony/?feed_id=13252&unique_id=664d34e69000f)

[Unknown Newfoundland soldier from the First World War heads back home from France after 100 years | Daily Guardian](#)

[He once guarded the unknown soldier in Ottawa. Now he is championing N.L.'s unknown \(yahoo.com\)](#)

*From CBC radio: Legion First VP Berkley Lawrence featured in interview*

Instant Play Link:

<http://my.tvey.es/p4KWb>

*(Note: Available until June 25, 2024. Cannot be widely distributed due to monitoring agreement.)*

<https://www.gov.nl.ca/releases/2024/tcar/0507n06/>

[Government of Canada announces \\$3.5 million to honour the legacy of Newfoundlanders and Labradorians who served in uniform \(newswire.ca\)](#)

*Legion shared local news report on the process via social media:*

<https://www.facebook.com/CanadianLegion/videos/3699903760337113/>

<https://x.com/RoyalCdnLegion/status/1791497349174264108>

## **New branch opens in Ontario**

This new branch is the first to open in many years in Ontario. There was a previous branch in this particular town but it closed in 1977.

[New Royal Canadian Legion Branch coming to Wasaga Beach | CTV News](#)

## **Stories mentioning the Legion or the Legion's work**

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

[Update: Huntsville High School Student Places First At Legion's Public Speaking Competition - muskoka411.com](#)

[Evacuated residents launch class action lawsuit against UBC, City of Kelowna - Campbell River Mirror](#)

[Dumfries to host Legion Scotland's annual conference - Daily Record](#)

[A Veteran's Tribute: MHA Lloyd Parrott's Emotional Speech About Beaumont Hamel Visit | VOICM](#)

*Swift Current, SK cadet applauded*  
[PressReader.com - Digital Newspaper & Magazine Subscriptions](#)

[Legion Family Memorial Day events include 87-year North Dakota tradition | The American Legion](#)

[Ministerial Statement: Premier Commemorates Newfoundland and Labrador's First World War Sacrifices with Expanded Trail of the Caribou Pilgrimage Student Ambassador Program - News Releases \(gov.nl.ca\)](#)

## **Branch or regional challenges**

Branches can face challenging times or need to handle unexpected situations. Here were some of the circulating issues during the April period and how branches reacted.

[Whitehorse Daily Star: Funding slashes may put a crimp on events marking Canada Day, Legion president says \(whitehorsestar.com\)](#)

[Letter: Join us in saving Rossland Legion - Rossland News](#)

[Cenotaph spray painted once again as wave of vandalism hits Regina | 650 CKOM](#)

(French) [Le cénotaphe vandalisé au centre-ville - La Nouvelle Union et L'Avenir de l'Érable](#)

## **Member sports activity**

Throughout the year, various member sports events and competitions take place at branches. Here are some of the latest updates.

[Fergus Legion hosts provincial euchre tournament \(wellingtonadvertiser.com\)](#)

[Hartland Legion prepares to host Dominion 8-Ball Championships \(msn.com\)](#)

## **Branch and district projects and events**

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

*Open house in Hamilton, ON*  
[2024 Doors Open Hamilton: Explore Unique Attractions and Museums For Free This Weekend | To Do Canada](#)

### *Golf tournament*

[Wakaw Legion to Host Golf Tournament \(yahoo.com\)](#)

### *Veteran members wanted*

[RCL 106 Hastings is looking for Veterans | The Kingston Whig Standard \(thewhig.com\)](#)

### *Art gallery*

[Artists transform the Grand Bend Legion into a beautiful gallery | CBC News](#)

### *Branch re-opening*

[Grand opening of new legion building taking place May 25 | Quinte News](#)

[Grand opening planned for newly relocated Legion Branch 99 | The Kingston Whig Standard \(thewhig.com\)](#)

### *Legion choir in PEI*

*From CBC in PEI*

Instant Play Link:

<http://my.tvey.es/y9Nlt>

*(Note: Available until June 8, 2024. Cannot be widely distributed due to monitoring agreement.)*

### *Ladies Auxiliary cookbook in MB*

Kenton Ladies Auxiliary

Rivers Banner Gazette Reporter (Print Edition)-Jessica Coulter

CA|May 10, 2024-07:00am

The Kenton Ladies Auxiliary held their monthly meeting on May 1, 2024.

The new Ladies Auxiliary cookbooks are in, \$10 a book.

A donation was made from the Ladies Auxiliary to the legion playground for \$1000.

The group decided to offer our services to help the groups near us in Lenore and Harding.

The new flashes and pins have been ordered as our name is officially changing to Woodworth Legion.

### *Fundraising tea in St. Catharines, ON*

[Spring Tea for Seniors Housing Project \(stcatharinesstandard.ca\)](#)

### *Special appreciation banquet dinner for Veterans and first responders in Verdun, MB*

*From 680 CJAD Verdun*

Instant Play Link:

<http://my.tvey.es/b7CPs>

*(Note: Available until June 9, 2024. Cannot be widely distributed due to monitoring agreement.)*

### *Lounge dedication*

[Branch 54 dedicates lounge to fallen soldier - The Temiskaming Speaker \(northernontario.ca\)](#)

### *Show and shine*

[Just a few more sleeps till the 65th Little Britches Parade and Rodeo - HighRiverOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings for High River, AB and southern Alberta](#)

### *Monthly movie nights*

[Gananoque Legion holding monthly movie nights | Gananoque Reporter](#)

*Art project pairs toddlers and Veterans*

[New art project teams up toddlers with veterans in Milton | insauga](#)

*Veteran and first responder banquet*

[Virden Legion to host local veterans, first responders banquet - Virden Empire-Advance \(empireadvance.ca\)](#)

*Veterans in the arts program*

Instant Play Link:

<http://my.tvey.es/Zn4e2>

*(Note: Available until June 30, 2024. Cannot be widely distributed due to monitoring agreement.)*

*New annual crib tournament in NB*

Instant Play Link:

<http://my.tvey.es/Ky7a3>

*(Note: Available until June 27, 2024. Cannot be widely distributed due to monitoring agreement.)*

### **Remembrance throughout the year**

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

[Iconic Lancaster returning to Goderich | Goderich Signal Star](#)

[Brigden Legion has plans to upgrade cenotaph \(msn.com\)](#)

[Symbolic walk of remembering the fallen with the Dutch community in Houston - Houston Today \(houston-today.com\)](#)

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

[Lest we forget: The history of the Lucknow and area cenotaph | Lucknow Sentinel](#)

[Legion honours WWI nurse with gravestone - SwiftCurrentOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Langley Fine Arts School student gifts painting to Cloverdale Legion - Cloverdale Reporter](#)

[Aurora Cenotaph's 100th anniversary could be celebrated with exhibitions, site improvements \(stcatharinesstandard.ca\)](#)

[Legion unveils 'gorgeous' new cenotaph in Warminster \(7 photos\) - Orillia News \(orilliamatters.com\)](#)

[Sooke legion service honours fallen paratroopers - Sooke News Mirror](#)

[New look for cenotaph \(thespec.com\)](#)

*(French)* [Une pierre tombale érigée à la mémoire d'un ancien combattant plus de 50 ans après sa mort | Radio-Canada](#)

[Upgrades planned at Petrolia Cenotaph - CKNX News Today](#)

[New mural unveiled in Wiarton Saturday at rededicated cenotaph | Kincardine News](#)

[Flags replaced on veterans' graves at Civic Cemetery - Sudbury News](#)

<https://www.empireadvance.ca/local-news/virden-legion-honours-veterans-first-responders-and-celebrates-the-rcaf-100th-8867558>

[New monuments being added to Thornbury cenotaph - Collingwood News \(collingwoodtoday.ca\)](#)

*Note: While this article says Poppies on crosswalks are "discouraged," by the Legion they are actually not authorized.*

[Decision on Barrhead specialty crosswalks delayed - Athabasca, Barrhead & Westlock News \(townandcountrytoday.com\)](#)

*Poster and literary contest related*

[Morinville Legion awards student poster contest winners – Morinville News – Morinville Online](#)

[Remembrance Day poster places third in Alberta - \(southpeacenews.com\)](#)

[Coquihalla Elementary students take home prizes from National Youth Remembrance Contest - Hope Standard](#)

[Remembrance Day poem hits many with national achievements - SaskToday.ca](#)

Bathurst student wins national legion contest  
Bathurst Northern Light (Print Edition)·Brunswick News  
CA|May 22, 2024·07:00am

A Bathurst student has won a national competition put on by the Royal Canadian Legion for her 2023 poem entry. Grade 7 Superior Middle School student Kate Lagacy was named the winner of the intermediate category in the National Remembrance Day Contest for her poem titled "The Bravest of Them All."

Her poem won the local and provincial competitions in order to move on to be considered at the national level. Lagacy was presented her award May 5 by members of the Herman J. Good VC Branch No. 18 in Bathurst.

The legion believes Lagacy to be the first national winner in the Bathurst branch's history. A plaque was also presented to Principal David Chiasson for the school to display.

*D-Day related*

['Incredible for our community': Barrie Airshow ready for takeoff - Barrie News \(barrietoday.com\)](#)

[Barrie legion to mark D-Day's 80th anniversary with downtown parade - Barrie News \(barrietoday.com\)](#)

[NOTL Legion plans ceremonies to mark 80th anniversary of D-Day \(niagarafallsreview.ca\)](#)

[Tignish legion marking D-Day anniversary with service | West Prince Graphic | peicanada.com](#)

[Summerland Legion hosting D-Day commemoration \(am1150.ca\)](#)

[Military History Club presents Juno anniversary flag to Legion | Chatham Daily News](#)

[D-Day's 80th anniversary honoured with parade and ceremony Sunday in Pickering | inDurham \(insauga.com\)](#)

[Legion set to honour 80th anniversary of D-Day in Swift Current - SwiftCurrentOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Sarnia Legion marking D-Day's 80th anniversary | The Sarnia Observer \(theobserver.ca\)](#)

### **The community supports the Legion**

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

[Summerland organizations receive grant-in-aid funding - Summerland Review](#)

*From CKSW in Swift Current, SK – donation to branch*

Instant Play Link:

<http://my.tvey.es/t7X8J>

*(Note: Available until June 9, 2024. Cannot be widely distributed due to monitoring agreement.)*

[Donation to the Legion made possible by legacy of a local legend - SwiftCurrentOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Town of Bracebridge commits over \\$45,000 to organizations supporting community development and tourism | Country 102](#)

[Over \\$250,000 in provincial grants announced for community facility upgrades across HRM – haligoniac.ca](#)

### **The “community” in the Legion’s work**

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

[Legion supports Quigley Highlanders - The Review Newspaper](#)

[Legion supports HGH Chemotherapy Department - The Review Newspaper](#)

[PHOTO: Shuswap dragon boat team buoyed by Salmon Arm Legion donation - Sicamous Eagle Valley News](#)

[Here's what's happening for Thursday, May 16th: - My Kemptville Now](#)

[Legion donates to Au Château | West Nipissing This Week / La Voix du Nipissing Ouest](#)

[Annual golf tournament aims to help military veterans in need - Sault Ste. Marie News \(sootoday.com\)](#)

[Navy bike ride in Esquimalt brings community together for a great cause - Peninsula News Review](#)

(French) <https://www.enbeauce.com/actualites/societe/612453/la-legion-royale-remet-pres-de-7-000-a-la-communaute>

[Penticton Legion donates to medical foundation - Summerland Review](#)

## **Branch milestones**

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

[Essex Legion's Ladies' Auxiliary celebrates 80th anniversary \(thespec.com\)](https://thespec.com)

[Sheet Harbour Legion marks 85 years of service, remembrance \(msn.com\)](https://msn.com)

*White Rock BC branch is nominated*

[South Surrey, White Rock business-excellence finalists named - Cloverdale Reporter](#)

## **Branch promotions: worth the while**

Some examples of branch(es) advertising initiatives via radio and media spots.

*Spring craft fair*

*From CJKL radio in Kirkland Lake*

Instant Play Link:

<http://my.tvey.es/d8D9E>

*(Note: Available until June 2, 2024. Cannot be widely distributed due to monitoring agreement.)*

*Show and shine*

*From CFRY 920 AM in Portage la Prairie*

Instant Play Link:

<http://my.tvey.es/e7X8A>

*(Note: Available until June 2, 2024. Cannot be widely distributed due to monitoring agreement.)*

## **On a lighter note!**

Stories involving the Legion in some lighthearted way.

[Burlington's Fred Norman Awarded Sovereign's Medal for Volunteers \(mariannemeedward.ca\)](https://mariannemeedward.ca)

[Death by Chocolate brought big laughs for Carlyle crowd - SaskToday.ca](https://SaskToday.ca)

[Recent retiree latest Legion Catch The Ace winner | Owen Sound Sun Times](#)

*(Second candidate is sponsored by the Legion)*

[Meet the Miss Castlegar 2024 candidates - Castlegar News](#)

*(A twist of fate at a Legion branch)*

[Toronto Roofing Industries Ltd. celebrating 20 years of serving the Beach and beyond – Beach Metro Community News](#)

[Date set for reopening of Bruce Grey Music Hall of Fame | Kincardine News](#)

[Legion Branch 56 receives thousands of dollars after selling out raffle - SwiftCurrentOnline.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)



# National Headquarters

## **Government of Newfoundland and Labrador thanks Legion colleagues**

Newfoundland Command President Berkley Lawrence and former Command President Frank Sullivan were among Veterans honoured recently related to the centennial of the Newfoundland National War Memorial.

<https://x.com/PremierofNL/status/1795793487310311782>

## **Legion National Youth Track and Field championships site preview**

The Legion, along with the Local Organizing Committee invited media to tour the site of the 2024 competition in Calgary. A national preview advisory was replicated in several outlets.

[Sneak preview: Calgary to host 2024 Royal Canadian Legion National Youth Track and Field Championships | The Province](#)

## **More federal budget discussion**

As you may recall, the Legion shared its public response to the 2024 budget, and part of its assessment regarding the backlog came up in Senate proceedings recently. Note that while the question came up and that in itself is good, essentially there is no resulting commitment from government representatives to take any action or do anything specific about this real ongoing issue. The standard response is that the backlog has been decreased but without additional actions, it is a vicious cycle that will never be ended. The Legion will continue to advocate.

*From CPAC*

Instant Play Link:

<http://my.tvey.es/m6CQx>

*(Note: Available until June 10, 2024. Cannot be widely distributed due to monitoring agreement.)*

## **Follow Legion national social media**

Check out all the chatter and feedback when you can!

[Legion.ca](http://Legion.ca)

[Facebook.com/CanadianLegion](https://Facebook.com/CanadianLegion)

[Twitter.com/RoyalCdnLegion](https://Twitter.com/RoyalCdnLegion)

[Instagram.com/royalcanadianlegion](https://Instagram.com/royalcanadianlegion)

[youtube.com/user/RCLDominionCommand](https://youtube.com/user/RCLDominionCommand)

[vimeo.com/royalcanadianlegion](https://vimeo.com/royalcanadianlegion)

[Linkedin.com/company/royalcanadianlegion](https://Linkedin.com/company/royalcanadianlegion)

# Feedback

## **Silver Cross mother information**

A branch member contacted us looking for more information about a particular silver cross mother in his region. Note that the Legion's national headquarters only has biographical information about National Silver Cross Mothers throughout the years, and it is linked here:

<https://www.legion.ca/remembrance/silver-cross-mother>



# Events of note

## Events of note (June-July)

- **June 1** – Canadian Armed Forces Day
- **June 6** – D-Day; Legion participating in ceremonies in France, Canada
- **June 15, 2024** - Navy Bike Ride
- **June 16, 2024** – RCAF Run
- **July 1** – Re-dedication of Newfoundland National War Memorial