



# Public Relations Officer Update June 2024

# In the news

## **80<sup>th</sup> anniversary of D-Day**

Legion executive representatives took part in D-Day commemorations in France, Moncton and Ottawa – and there were events in many other regions.

*From CTV news channel*

<http://my.tvey.es/Jq5a3>

*(Note: Available until July 7, 2024. Cannot be shared widely due to monitoring agreement.)*

## **D-day stories: a sampling of many**

[Vet remembers war experience at D-Day 80th anniversary ceremony in Nanaimo - Nanaimo News Bulletin \(nanaimobulletin.com\)](#)

[Summerland honours 80th anniversary of D-Day - Okanagan | Globalnews.ca](#)

['Terribly important': D-Day anniversary marked with parade, ceremony - Innisfil News \(innisfilday.ca\)](#)

<https://www.mylethbridgenow.com/41673/news/wreath-laying-ceremony-marks-80th-anniversary-of-d-day/>

['They paid for our freedom:' D-Day remembered \(9 photos\) - Orillia News \(orilliamatters.com\)](#)

[Parade, memorial service to mark D-Day's 80th anniversary set for East Toronto – Beach Metro Community News](#)

[GALLERY: Local legion commemorates 80th Anniversary of D-Day - Oakville News](#)

<https://www.burlingtontoday.com/local-news/ad-d-day-approaches-local-legion-share-stories-of-two-canadians-8976566>

[Fenelon Falls Legion Commemorates The 80th Anniversary Of D-Day | Kawartha 411](#)

[Iqaluit ceremony to mark 80th anniversary of D-Day \(nunatsiaq.com\)](#)

(French) <https://www.journaldequebec.com/2024/06/10/pour-les-jeunes-des-iles-de-la-madeleine>

(French) [Célébrer les 80 ans du jour J à Rimouski | Radio-Canada](#)

['Gave us the ultimate gift.' D-Day celebrations at Nanaimo Legion for 80th anniversary | NanaimoNewsNOW | Nanaimo news, sports, weather, real estate, classifieds and more](#)

[D-Day marked with unique 'Ashes Ceremony' in Yorkton - SaskToday.ca](#)

[D-day 80th anniversary recognized with raising of flag that flew on Juno Beach - Niagara-on-the-Lake Local \(notllocal.com\)](#)

[Royal Canadian Legion commemorates 80th anniversary of D-Day landings - The Quebec Chronicle Telegraph \(qctonline.com\)](#)

[Legion mural commemorates D-Day - MooseJawToday.com](#)

(French) [Le Débarquement de Normandie commémoré à Rimouski | Journal Le Soir](#)

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

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

['The students are tremendous': Waterdown Museum of Hope opens with largest event in 11 years - Burlington News \(burlingtontoday.com\)](#)

*From 880 News Edmonton – this story was repeated many times – relates to D-Day*

Instant Play Link:

<http://my.tvey.es/g5Q3D>

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

[As war memorial renovation winds down, attempts to keep graffiti bandits at bay ramp up | CBC News](#)

[New opportunity for veterans in Kingston to explore the arts \(kingstonist.com\)](#)

[RCAF Sets Guinness World Record for Most Landmarks Illuminated in 24 Hours - Canada.ca](#)

### **Branch or regional challenges**

Branches can face challenging times or need to handle unexpected situations. Here were some of the circulating issues during June.

[N.B. news: Fredericton Legion damaged | CTV News](#)

[Man who broke into Westlock Legion receives 18-month suspended sentence with probation \(meltwater.com\)](#)

[Weekend storm rips roofs, tears trees, leaves thousands without power in southwest Manitoba | CBC News](#)

### **Member sports and Legion Nationals related activity**

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

[Sudbury news: Search for Ontario's fastest kids comes to LU this weekend | CTV News](#)

[Photos: Hundreds of youths compete at Legion track meet - Sudbury News](#)

*(French) From Radio-Canada CBON*

Instant Play Link:

<http://my.tvey.es/d8Y9K>

*(Note: Available until July 17, 2024. Cannot be shared widely due to monitoring agreement.)*

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

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

*Lifetime memberships*

[Longtime Lucknow legion members honoured with life memberships | The Shoreline Beacon](#)

*Fraud awareness*

[Legion hosting Fraud Awareness seminar | DrumhellerMail](#)

*Comedy fundraiser*

[St. Albert Legion presents comedy fundraiser - St. Albert News \(stalbertgazette.com\)](#)

*Singing Legionnaires*

[The sweet sounds of the Singing Legionnaires — with a goal of keeping veterans going | CBC.ca](#)

*Caring for Veteran graves*

[Royal Canadian Legion members clean veterans section at Mount Pleasant Cemetery | 106.9 The X \(1069thex.com\)](#)

[Veterans' headstones in Ocean Falls refurbished - Bella Coola News \(coastmountainnews.com\)](#)

*Branch reopens in Tofino, BC*

[Tofino cheers reopening of Royal Canadian Legion Branch #65 - Tofino-Ucluelet Westerly News](#)

*Branch bottle depot*

[Idea to have bottle drop off started pre-Covid-19 | Timmins Times](#)

*Branch anniversary BBQ*

[Mayerthorpe audiences take in 'Voices of Legend' music after barbecue | Sherwood Park News](#)

*Teddy bear picnic*

[Barrhead Legion to collect stuffies for charity - Athabasca, Barrhead & Westlock News \(townandcountrytoday.com\)](#)

*From CKDM Dauphin, Manitoba*

*Branch's 100<sup>th</sup> anniversary*

Instant Play Link:

<http://my.tvey.es/r3J2X>

*(Note: Available until July 18, 2024. Cannot be shared widely due to monitoring agreement.)*

*Canada Day events*

[Legion Canada Day Cabaret is back! - DiscoverMooseJaw.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Come celebrate Canada Day with the Royal Canadian Legion this Saturday - MooseJawToday.com](#)

[Cochrane Legion to host Canada Day breakfast - CochraneNow: Cochrane, Alberta's latest news, sports, weather, community events.](#)

[Leduc bringing full day of fun to celebrate Canada Day | Leduc Representative](#)

[Wetaskiwin, Millet, Pigeon Lake celebrating Canada Day | Wetaskiwin Times](#)

[Branch 616 Canada Day Pig Roast - West Carleton Online](#)

[Fenelon Falls Canada Day 2024 | Kawartha 411](#)

### *Indigenous performance*

[Burlington's 'Mayor of Music' to perform at local Legion branch - Burlington News \(burlingtontoday.com\)](#)

[Organizers preparing for Canada Day celebrations in Prince Albert | Prince Albert Daily Herald \(paherald.sk.ca\)](#)

### **Remembrance throughout the year**

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

['Connect you with where you came from': Veterans' Memorial Park tank to be honoured Sunday | CHAT News Today](#)

[Decoration Day ceremony honours those who fought for Canada - MooseJawToday.com](#)

[Decoration Day held on Manitoulin Island - My Espanola Now](#)

[Centennial of Moosomin's unique cenotaph to be celebrated June 8 \(yahoo.com\)](#)

[Flags placed in Moose Jaw's cemeteries for Decoration Day - DiscoverMooseJaw.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[New monuments unveiled at Thornbury Cenotaph - Collingwood News \(collingwoodtoday.ca\)](#)

[Local student's essay to hang at National War Museum - Prince George Citizen](#)

[25th Anniversary of Winkler Cenotaph to be celebrated - PembinaValleyOnline.com - Local news, Weather, Sports, Free Classifieds and Business Listings for the Pembina Valley, Manitoba](#)

[1,000 street banners to mark 100th anniversary of Victory Square | Urbanized \(dailyhive.com\)](#)

[Survivor of WWII boat explosion helps to unveil new monument in Orillia | CTV News](#)

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

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

[Estevan-area organizations receive charitable gaming grants - SaskToday.ca](#)

[Templar Knights raise \\$2,000 for Royal Canadian Legion branches \(yahoo.com\)](#)

[Seven Kawartha Lakes non-profits receive financial boost from Invest Kawartha | kawarthaNOW](#)

*Poppy project*

*From CTV London*

Instant Play Link:

<http://my.tvey.es/Gk7a2>

*(Note: Available until July 13, 2024. Cannot be shared widely due to monitoring agreement.)*

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

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

[Legion donates \\$9,500 to Matthews Memorial Hospital - Sault Ste. Marie News \(sootoday.com\)](#)

[Highland Creek Heritage Festival slated | News | toronto.com](#)

[Legion donates \\$9,500 to Matthews Memorial Hospital - Sault Ste. Marie News \(sootoday.com\)](#)

[Surprise donation by the Legion | News | pentictonherald.ca](#)

[Over \\$11,000 donated to Trenton Memorial Hospital Foundation | Quinte News](#)

[Community Spotlight: Port Stanley Legion volunteers pass up tips in support of Hospice of Elgin | 94.1 St.ThomasToday.ca \(stthomastoday.ca\)](#)

[Monitors purchased for Wingham hospital using \\$18K RCL donation | Kincardine News](#)

[Ride for Dad a family affair for NOTL'S Matt King - Niagara-on-the-Lake Local \(notllocal.com\)](#)

Elkhorn Ladies Auxiliary donates \$500 to Elkhorn Fire Department

Moosomin World-Spectator Ed James

CA|June 03, 2024

The Elkhorn Fire Department has a working team of 14 volunteer members from Elkhorn and the surrounding communities. They play an important part, not just in fire and accident emergencies, but are active in community events, education and training in the Elkhorn area. They are also available to help out with major fires and accidents with other community fire departments on both sides of the Manitoba/Saskatchewan border.

Recently they were presented with a cheque for \$500, which was given by the Elkhorn Royal Canadian Legion Ladies Auxiliary, Branch Number 58. The money was presented by Margaret James, Auxiliary Treasurer, to Arron Lewis, Deputy Chief of the Elkhorn station. Lewis said that these funds and the money that they are raising with a beef raffle will be used to purchase better hand tools to help them in their work.

[Surprise donation by the Legion | News | pentictonherald.ca](#)

[Tamworth Legion to host barbecue June 29 to raise funds for accessible chairlift \(napaneebeaver.ca\)](#)

### **Branch and Command milestones**

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

*Legion medal presented to cadet*

[Lots of awards handed out to air cadets in Central Alberta - The Albertan News](#)

*Cenotaph centenary in SK*

[The World-Spectator - Moosomin, Saskatchewan, Canada](#)

*Major ON Command donation to Wounded Warriors for service dog program*

[\\$500K DONATION FROM OPERATION SERVICE DOG | Wounded Warriors Canada](#)

**Legion promotions: worth the while**

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

*From CJCL Sportsnet 590 The Fan*

*Regional and national Legion promotions*

[Ontario Command programs](#)

[Join the Legion](#)

*(Note: Available until July 18, 2024. Cannot be shared widely due to monitoring agreement.)*

*From Sportsnet 590 The Fan*

*Ontario Command initiatives*

Instant Play Link:

<http://my.tvey.es/a4G7X>

*(Note: Available until July 20, 2024. Cannot be shared widely due to monitoring agreement.)*

*From country 104.3 Sault Ste. Marie, ON*

*Pancake breakfast*

Instant Play Link:

<http://my.tvey.es/i4ELp>

*(Note: Available until July 17, 2024. Cannot be shared widely due to monitoring agreement.)*

*From facebook*

*Memorial cup shirt contest*

[There's... - The Royal Canadian Legion - National Headquarters | Facebook](#)

**On a lighter note!**

Stories involving the Legion in some lighthearted way.

[Legion Canada Day Cabaret is back! - DiscoverMooseJaw.com - Local news, Weather, Sports, Free Classifieds and Job Listings](#)

[Iroquois Legion celebrates its largest Catch the Ace prize – Morrisburg Leader](#)

# National Headquarters

## Senior Legion representatives attend 80<sup>th</sup> D-Day events at home and abroad

Executive members of the Legion were part of the delegations honouring those who fell on D-Day on June 6. Dominion President Bruce Julian attended the ceremony in France, Grand President Larry Murray participated in Ottawa, and First Vice President Berkley Lawrence was in Moncton, NB for the national service.

*Larry and Berkley are featured here:*

*From CTV Newsnet*

Instant Play Link:

<http://my.tvey.es/r3FGo>

*(Note: Available until July 6, 2024. Cannot be shared widely due to monitoring agreement.)*

*Berkley is featured here:*

[CPAC interview with Berkley](#)

## Legion promotes upcoming July 1 ceremony in Newfoundland and Labrador

Following the May repatriation of an unknown soldier, a larger event is set to take place at the Newfoundland National War Memorial in St. John's. The Legion issued some preview material for media, the public, and members.

*Legion.ca Articles:*

<https://legion.ca/news/articles/2024/06/26/legion-s-newfoundland-and-labrador-command-sparks-momentous-repatriation-and-commemoration>

<https://legion.ca/fr/les-nouvelles/articles/2024/06/26/la-direction-provinciale-de-t-n-lab-realise-un-rapatriement-et-une-commemoration-d-une-importance-historique>

*News wire articles:*

<https://www.globenewswire.com/en/news-release/2024/06/26/2904630/0/en/Legion-s-Newfoundland-and-Labrador-Command-sparks-momentous-repatriation-and-commemoration.html>

<https://www.globenewswire.com/fr/news-release/2024/06/26/2904630/0/fr/La-direction-provinciale-de-T-N-Lab-r%C3%A9alise-un-rapatriement-et-une-comm%C3%A9moration-d-une-importance-historique.html>

*Facebook:*

<https://www.facebook.com/CanadianLegion/posts/pfbid02rq1q1FGuggXui576bfwwSVTte2BZ723KVZrz17S1mrV1UGoQeLjJ2DB4jPkwBR4FI>

<https://www.facebook.com/CanadianLegion/posts/pfbid0WpwZiMGWFp9S6cXxCZ5BFuPNArLRytugryFboFUubosBRsvUVCprbXSH2o3EYvrKI>



*Twitter:*

<https://twitter.com/RoyalCdnLegion/status/1805966307520590050>

<https://twitter.com/RoyalCdnLegion/status/1805966124149830088>

The live stream on the [Legion's Facebook Page](#) will start at 7:40 am EST/ 9:00 am NST.

9:00 NST / 7:30 EST – Live stream on [Facebook.com/CanadianLegion](https://www.facebook.com/CanadianLegion) begins

10:30 NST / 9:00 EST – Ceremony begins.

12:00 NST / 10:30 EST – Ceremony ends.

Related article examples:

[Everything on Track for Repatriation of Unknown Soldier: Royal Canadian Legion | VOICM](#)

*From CBC radio*

*Interview with Legion First VP Berkley Lawrence*

Instant Play Link:

<http://my.tvey.es/Wo6y5>

*(Note: Available until July 28, 2024. Cannot be shared widely due to monitoring agreement.)*

### **Legion responds to new council for female Veterans**

The Legion shared its views on the creation of the long-awaited council for women.

<https://www.legion.ca/news/articles/2024/06/12/legion-calls-on-government-to-implement-acva-recommendations-to-support-women-veterans>

*We also shared a request for members:*

[Are... - The Royal Canadian Legion - National Headquarters | Facebook](#)

### **Follow Legion national social media**

Check out all the chatter and feedback when you can!

[Legion.ca](https://www.legion.ca)

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

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

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

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

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

[Linkedin.com/company/royalcanadianlegion](https://www.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 (July-August)

- **July 1** – Re-dedication of Newfoundland National War Memorial in St. John’s, NL
- **July 1** – National Headquarters promotional partnership with Sportsnet to support local Branch events and Legion mission: event in TO, ON
- **August 9-11** – Legion National Youth Track and Field Championships in Calgary, AB
- **August 24-28** – Dominion Convention in Saint John, NB (plus some meetings before and after main convention business).