



Public Relations Officer Update August 2024

In the news

49th Dominion Convention held in Saint John, New Brunswick

There was decent media interest in the event, which drew attention to newly elected Dominion President Berkley Lawrence, amidst the gathering of close to 1000 delegates from across Canada. Interview topics ranged from what the convention is all about, to the future of the Legion, to Poppy trademark violations.

<https://www.919thebend.ca/2024/08/22/royal-canadian-legion-convention-returns-to-n-b/#>

The Legion parade video on CTV:

Instant Play Link:

<http://my.tvey.es/Ht47F>

(Note: Available until Sept. 27, 2024. Cannot be shared widely due to monitoring agreement.)

<https://atlantic.ctvnews.ca/video/c2984474-royal-canadian-legion-2024-dominion-convention>

From CBC radio Fredericton: Dominion President Berkley Lawrence talks about convention

Instant Play Link:

<http://my.tvey.es/s9E3D>

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

Longer version of above story, large chunk of a live radio program interview in the morning:

Instant Play Link:

<http://my.tvey.es/o4Z5P>

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

The violations story got a lot of coverage in all CBC media here are some examples:

<https://www.cbc.ca/news/canada/new-brunswick/poppy-unauthorized-sales-royal-canadian-legion-1.7307144>

From CBC TV Atlantic/Poppy violations:

Instant Play Link:

<http://my.tvey.es/Az73H>

(Note: Available until Sept. 29, 2024. Cannot be shared widely due to monitoring agreement.)

From CBC radio Fredericton/Poppy violations:

Instant Play Link:

<http://my.tvey.es/Yo7q2>

From CTV Atlantic: Convention wraps up

Instant Play Link:

<http://my.tvey.es/w7YNt>

(Note: Available until Sept. 30, 2024. Cannot be shared widely due to monitoring agreement.)

<https://atlantic.ctvnews.ca/video/c2985802-royal-canadian-legion-wraps-up-convention-in-n-b->

Even a convention traffic advisory:

<https://saintjohn.ca/en/news-and-notice/traffic-and-transit-advisory-royal-canadian-legion-national-convention>

<https://financialpost.com/globe-newswire/the-royal-canadian-legions-49th-biennial-dominion-convention-comes-to-saint-john-new-brunswick>

Legion Nationals 2024 and Member sports related activity

Here is just a sampling of the latest updates, in particular from the Legion Nationals held in Calgary in early-mid August. There were many local/regional stories before, during and after the event. Throughout the year, various member sports events and competitions take place at branches and elsewhere, all with connections to the Legion.

<https://www.moosejawtoday.com/local-news/trio-of-moose-jaw-athletes-set-to-compete-at-legion-canadian-track-and-field-championship-9296859>

<https://www.legion.ca/news/articles/2024/08/09/46th-annual-legion-nationals-get-underway>

<https://swiftcurrentonline.com/articles/five-locals-competing-canadas-largest-track-and-field-competition>

<https://discoverhumboldt.com/articles/results-in-for-muenster-athletes-from-legion-track-and-field-national-championships->

<https://www.sasktoday.ca/southeast/carlyle-observer/carlyle-athlete-competes-at-national-track-and-field-meet-9394782>

<https://www.chathamdailynews.ca/sports/local-sports/local-roundup-roberts-bentley-win-canadian-medals-red-devils-win-awards>

<https://www.leducprep.com/news/local-news/local-track-and-field-club-brings-home-national-medals>

<https://swiftcurrentonline.com/articles/a-trio-of-bronze-medals-come-home-to-southwest-saskatchewan>

<https://www.sasktoday.ca/southeast/carlyle-observer/carlyle-athlete-competes-at-national-track-and-field-meet-9394782>

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 in August.

<https://www.msn.com/en-ca/news/canada/ashby-legion-in-cape-breton-robbed-at-gunpoint-last-week/ar-AA1p8OPp>

<https://www.crestonvalleyadvance.ca/local-news/the-creston-legion-needs-your-help-7504866>

Current national issues affecting Veterans

This section highlights any matters currently affecting Veterans, as reported in media.

<https://www.atinitonews.com/2024/08/retiring-military-members-face-months-long-delays-for-severance-benefit-payouts/>

<https://www.similkameenspotlight.com/community/video-veterans-food-bank-opens-in-kelowna-with-one-stop-shop-model-7499682>

Stories mentioning the Legion

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

<https://www.comoxvalleyrecord.com/local-news/liberals-are-disappointing-veterans-says-ndp-veterans-affairs-critic-7508374>

<https://www.orilliamatters.com/local-news/orillia-air-cadets-a-great-program-for-anyone-9347108>

<https://www.quintenews.com/2024/08/20/337964/>

<https://www.northernnews.ca/globe-newswire/new-veteran-mental-health-initiative-launches-volunteer-recruitment-campaign>

(French)

<https://ici.radio-canada.ca/nouvelle/2096288/sans-abri-ancien-combattant-argent-ottawa-nouvelle-ecosse>

<https://www.collingwoodtoday.ca/national-business/ottawa-provides-67-million-for-nova-scotia-organizations-helping-homeless-veterans-9340033>

<https://nationtalk.ca/story/new-veteran-mental-health-initiative-launches-volunteer-recruitment-campaign>

Branch and district projects and events

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

<https://www.arrowlakesnews.com/local-news/nakusp-volunteers-and-royal-canadian-legion-to-host-annual-halloween-event-7508577>

<https://www.ashcroftcachecreekjournal.com/home2/victoria-legion-to-honour-famed-fundraising-dog-7504318>

<https://www.haltonhillstoday.ca/local-news/acton-legion-show-and-shine-delivers-a-blast-from-the-past-9435762>

<https://www.thealbertan.com/sundre-news/sizzlin-up-savoury-steaks-in-support-of-sundres-royal-canadian-legion-9368578>

<https://www.reddeeradvocate.com/local-news/red-deer-legion-planning-more-entertainment-special-events-to-boost-memberships-7487573>

https://www.northumberlandnews.com/opinion/columnists/omemee-legion-to-get-fresh-coat-of-paint/article_0be5b87e-cafe-5262-b484-965c2e4eb1cc.html

<https://www.mymuskokanow.com/137068/featured/legion-building-revitalization-project-set-to-begin-with-community-partnerships/>

<https://www.thealbertan.com/sundre-news/sizzlin-up-savoury-steaks-in-support-of-sundres-royal-canadian-legion-9368578>

https://www.niagarafallsreview.ca/news/canada/nakusp-volunteers-and-royal-canadian-legion-to-host-annual-halloween-event/article_96c97bba-b955-5bbd-ba41-a8ec5603b8a0.html

<https://www.thoroldtoday.ca/local-news/new-street-signs-guide-veterans-to-thorold-legion-branch-17-9379857>

<https://westcentralonline.com/articles/veteran-service-club-support-program-garners-record-response-this-year>

<https://www.sasktoday.ca/provincial-news/veterans-organizations-embrace-support-program-9331724>

Remembrance throughout the year

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

<https://www.swiftcurrentonline.com/articles/legion-to-celebrate-the-80th-anniversary-of-the-liberation-of-dieppe>

<https://www.100milefreepress.net/news/plaque-for-un-peacekeepers-re-installed-at-100-mile-cenotaph-7499818>

<https://www.cbc.ca/news/canada/windsor/dieppe-memorial-ceremony-windsor-veterans-1.7297816>

<https://www.gonorthumberland.ca/2024/08/02/cobourg-legion-and-experience-cobourg-launch-honour-our-veterans-banner-program/>

The community supports the Legion

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

<https://minuteman.com/ca/locations/on/pickering/news/pickering-comedy-event-to-raise-funds-for-legion-45327>

<https://www.sasktoday.ca/southwest/assiniboia-times/government-grants-assist-local-legion-branches-9366325>

<https://standardbredcanada.ca/news/8-15-24/clinton-charity-challenge-drivers-announced.html>

<https://www.mylloydminsternow.com/67600/featured/lloydminster-groups-get-lotteries-and-gaming-saskatchewan-funds/>

<https://discoverweyburn.com/articles/lotteries-and-gaming-saskatchewan-delivers-116m-to-community-groups->

<https://doppleronline.ca/huntsville/rotary-people-of-action-huntsville-and-partners-to-enhance-legion-space/>

<https://ngtimes.ca/legion-donates-to-ct-scanner-crossroads-campaign/>

<https://www.standard-freeholder.com/news/local-news/food-basics-finally-arrives-opening-new-store-in-petawawa-95-jobs-created>

From CFRY 920

Grants for branches in SK

Instant Play Link:

<http://my.tvey.es/b4LEq>

(Note: Available until Sept. 12, 2024. Cannot be shared widely due to monitoring agreement.)

<https://discoverweyburn.com/articles/donation-of-resources-boosts-the-weyburn-legions-poppy-store-lending-library>

The Legion supports the community

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

<https://www.qctonline.com/legion-poppy-fund-supports-pont-rouge-student/>

<https://www.countylive.ca/hospital-receives-a-lift-from-the-legion/>

<https://niagaranow.com/news.phtml/legion-donations-for-jasper-fire-relief-approach-1k/>

<https://niagaranow.com/news.phtml/notl-legion-fundraising-to-help-counterpart-in-fire-ravaged-jasper/>

https://www.insideottawavalley.com/news/kemptville-legion-donates-1-800-from-canada-day-bingo-to-ct-scanner-campaign/article_70e42aa7-5a78-56e9-b890-b227f9f4bc0d.html

<https://www.stalbertgazette.com/jasperstrong/jasper-legion-makes-re-entry-more-palatable-with-free-meals-9374754>

<https://www.townandcountrytoday.com/westlock-news/westlock-legions-ladies-auxiliary-donate-2000-to-new-ptsd-dog-service-program-9337491>

<https://www.trailtimes.ca/home/trail-legion-gives-to-grassroots-society-7476354>

(French)

From Journal de Québec

UN COUP DE POUCE



PHOTO FOURNIE PAR LA LRC

Maude Massicotte, de Québec, entreprendra sous peu la seconde partie de son programme de formation au baccalauréat et à la maîtrise en ergothérapie à l'Université du Québec à Trois-Rivières (UQTR). Elle pourra compter sur un appui sous forme de bourse, provenant des fonds de la Campagne annuelle du Coquelicot de la Filiale 265 de la Légion royale canadienne (LRC). Maude explique qu'elle a découvert sa passion pour l'ergothérapie en accompagnant sa mère lors de traitements qu'elle devait recevoir à la suite d'une grave fracture. Sur la photo, de gauche à droite: Adeline Savoie, présidente par intérim de la filiale 265 LRC; Maude Massicotte et Gérard Trudeau, directeur adjoint du comité du Coquelicot. Photo fournie par la LRC.

Branch and Command milestones

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

<https://nanaimonewsnow.com/2024/09/05/such-an-honour-nanaimo-community-leaders-presented-with-kings-coronation-medal/>

<https://www.pelhamtoday.ca/local-news/fonthill-legion-building-getting-a-facelift-9376205>

<https://www.hopestandard.com/local-news/district-of-hope-recognizes-legion-president-for-work-done-in-community-7489809>

<https://paherald.sk.ca/101-year-old-prince-albert-veteran-receives-frances-highest-honour/>

<https://www.coastreporter.net/local-news/coast-scene-sechelt-legion-hosts-grand-opening-9285490>

(French)

<https://www.enbeauce.com/actualites/societe/619218/la-legion-royale-dispose-enfin-dun-local-permanent>

Reporting on the Poppy Fund

Reporting back to the community is an important aspect of local branch business.

<https://www.albernivalleynews.com/community/scene-and-heard-poppy-fund-donations-help-multiple-organizations-7488746>

On a lighter note!

Stories involving the Legion in some lighthearted way.

<https://www.notllocal.com/local-news/legion-throws-a-great-party-9470348>

National Headquarters

New Dominion Executive Team elected at Convention

The 49th Dominion Convention saw the election of a new team. The Legion.ca website provides short profiles on each one, and will be fully updated soon. Each member will serve a 2-year term.

<https://www.legion.ca/who-we-are/our-members/our-executive>

To come: 2024 Convention outcomes

Details from Convention will be shared and posted, from resolutions to workshop presentations. Stay tuned for details.

Legion supports important research

The Legion is mentioned for its support of a research project targeting female Veterans who are experiencing homelessness:

<https://www.news-medical.net/news/20240815/Federal-grant-supports-research-on-homelessness-among-women-veterans-in-Canada.aspx>

Follow Legion National Headquarters 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

Golf promotion for Veterans

A representative of a US-based golf company founded by a US Veteran, reached out with an offer that might be of interest to the Legion. We are assessing it in terms of whether it's something we'll officially promote or take part in. **For now, this link below is just for information and interest, and has not been approved or endorsed by the Legion.**

<https://www.pxg.com/en-ca/heroes-program.html?srsltid=AfmBOoo3nLVRI3Oxk2vOQVXhslDvhbvSffoOFHI0-8SB19y0pAzfRz8h>

Positive feedback in the form of a letter to the editor

This letter was published in an outlet in British Columbia. A citizen describes how her friend was helped.

<https://www.cowichanvalleycitizen.com/opinion/letter-poppy-fund-and-legion-make-a-difference-7507882>



Events of note

Events of note (September-October)

- **September 15-21** – National Legion Week (dates may vary slightly country-wide)
- **September 17** – Provincial Executive Director meeting / online
- **October 16** – First Poppy presentation at Rideau Hall
- **October 25** – Poppy Campaign begins