

# Celebrating 100 Years of Service

## – Ways Your Branch Can Get Involved



The Royal Canadian Legion's 100<sup>th</sup> anniversary is a proud milestone — and your Branch can help honour it with community spirit, remembrance, and celebration. Here are simple and meaningful ways to get involved.

### Celebrate with Your Community

#### Host an Open House

Welcome the public into your Branch!

- Showcase your history and programs
- Offer Branch tours, photo displays, and refreshments
- Invite local dignitaries, Veterans, families, and schools

#### Welcome New Members

Use the 100<sup>th</sup> anniversary to invite your community to join the Legion.

- Set up membership tables at events
- Highlight member stories in your newsletter or social media
- Promote the value of belonging

#### Hold a Commemorative Event – July 17

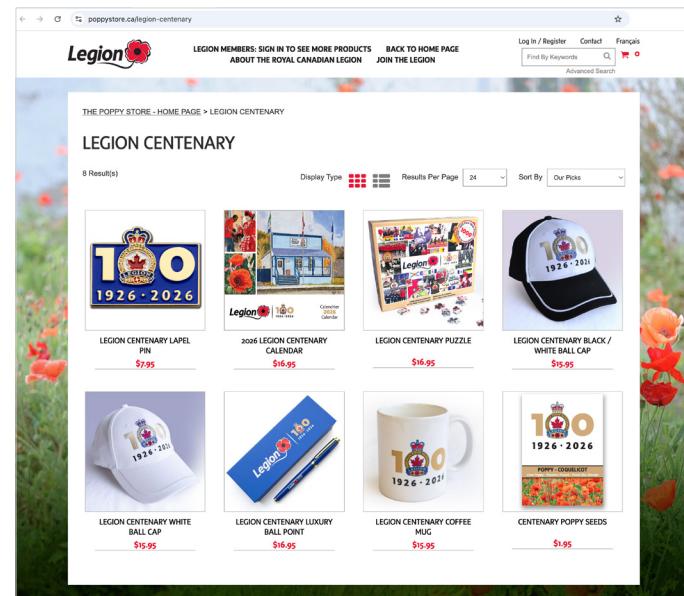
Mark the official anniversary with a special ceremony.

- Raise the Legion flag or hold a moment of silence
- Share stories of your Branch and its impact
- Invite local media to cover your event

#### Celebrate with a Post-Event Gathering

Keep the spirit going after your July 17 ceremony.

- Organize a BBQ, community lunch, or social event after the commemorative event
- Display historical memorabilia or slideshow of Branch milestones
- Include fundraising opportunities to support Veterans' programs



## Build Lasting Community Connections

### Commemorative Crosswalks

Work with your municipality to paint a crosswalk near your Branch or community hub to honour Veterans and mark the 100<sup>th</sup> anniversary.

### Memorial Banners During the Remembrance Period

Encourage local sponsors and families to participate in a banner program, displaying images and names of local Veterans along main streets.

### Free Parking for Veterans

Engage with your local council to advocate for designated free parking spaces for Veterans — a visible and lasting gesture of appreciation.

### Branch Time Capsule

Invite Canadians of all ages — especially youth — to write a 'Legacy letter' to future generations, explaining why we remember and what they hope is never forgotten. Branches can collect them and seal them in time capsules, to be opened in a future Legion anniversary year.

## Showcase Anniversary Products

Stock or order-on-demand and sell commemorative merchandise. View the collection at the Legion's store. Watch for emails with updates on new products available!

## Share Your Story Widely

### Promote your Branch's efforts with local newspapers, radio, and TV.

- Share stories of local Veterans, events, and your Branch's history
- Provide photos and invite coverage of your July 17 event

**Together, we honour the past, serve the present, and build for the future.**

**Let's make this 100<sup>th</sup> anniversary unforgettable — in every community.**