

Celebrating 100 Years of Service

– Ways Your Branch Can Get Involved



The Royal Canadian Legion's 100th 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 100th 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

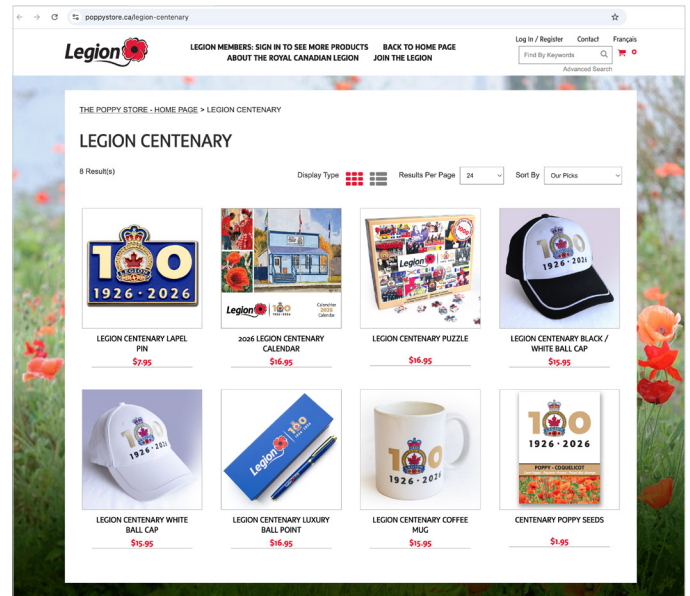
Mark the official anniversary with a special ceremony.

- 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 100th 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 100th anniversary unforgettable — in every community.

