



Powerful Symbols of Afghan Mission Rolling Out Across Canada

LAVIII Monuments to recognize service and sacrifice of Afghan veterans

NEWS June 16th, 2015 – Toronto, Ontario: Today, Canada Company and its partners received recognition from Veterans Affairs Minister Erin O’Toole, for their work to erect replica Light Armoured Vehicle monuments (LAVIII) to commemorate the service of the veterans of Canada’s Afghan mission.

Chaired by Tom Jenkins, the LAVIII Monument Program is the work of a volunteer group passionate about paying tribute to the 40,000 members of the Canadian Armed Forces who served in the Afghan war. Today at Corus Quay in Toronto, a LAVIII Monument is on display. Over the coming months, these monuments will be installed in towns and cities across Canada.

“Canadian Veterans have dedicated their lives to protecting our values across the globe. The LAV III Monument Program allows communities across Canada to honour their extraordinary service. I commend Canada Company and the corporate partners that came together to make this project a reality,” said Minister O’Toole. “The Government of Canada is pleased to support this program as it rolls from coast to coast.”

“The LAVIII is a powerful and enduring symbol of the Afghan mission. Veterans of that war are with us still, and we believe that these monuments will keep their service at the forefront of Canadian consciousness,” said Canada Company founder Blake Goldring, CEO and Chairman of AGF Management Limited. “Communities across the country who want to recognize the contribution of our veterans now have an opportunity to do so, and we are thrilled to begin the process of rolling the LAVIII monuments out to locations across the country.”

“This project has been a labour of love for many of us who have come together to ensure the veterans of the Afghan War are publicly acknowledged for their service and sacrifice, and we are thankful for the support of our partners, sponsors and the Government of Canada,” said Tom Jenkins, chair of the LAVIII Monument Program steering committee.

Peter Devlin, the President of Fanshawe College and the former Commander of the Canadian Army commented, “As a retired member of the Canadian Armed Forces and President of Fanshawe College I am pleased that our students and our veterans will have an opportunity to participate in this program to recognize the service of our fellow Canadians in Afghanistan. Fanshawe is proud to be the first college to work on the LAV III Monuments that were originally built and assembled right here in London.”

The Steering Committee includes:

- **Canada Company:** A business-based non-profit, focused on supporting the Canadian military, Canada Company is acting project manager.
- **General Dynamics Land Systems Canada:** As the maker of the LAVIII, GDLS-C is a key partner in this collaboration.
- **Fanshawe College:** Fanshawe students will be instrumental in creating the replica elements of the monuments, and will receive school credits for their work.
- **Militex Coatings Inc.:** Militex will assemble the monuments.
- **Melloul Blamey Construction Inc.:** Design and installation consultants for concrete pads and commemorative plaques.

Learn more: www.lavmonument.ca

About Canada Company

Canada Company is a military-focused nonprofit that brings business and community leaders together to support the Canadian military, its veterans and their families. With a unique line of sight on the effectiveness of military strategy, leadership and discipline, Canada Company connects corporate Canada with military tested resources, while working to ensure that our Armed Forces receive the support, recognition and care that they deserve.

-30-

For more information please contact:

Shawn Deane
Canada Company

D: 416.869.8456

M: 647.924.2934

E: shawn.deane@canadacompany.ca

Gabrielle Gallant

REPUBLIC

D: 416.537.4444 x 1008

M: 416.895.5716

gabrielle@iamtherepublic.com