



Fredericton Honours Afghan mission LAV III

LAVIII Monument will recognize service and sacrifice of Afghan veterans

NEWS - June 19th, 2015 – Fredericton, New Brunswick: Today, Canada Company and its partners celebrated the announcement of the first community to receive a LAVIII Monument. They were joined by Veterans Affairs Minister Erin O’Toole, who commended them for their patriotism with their #MakeFrederictonFirst campaign.

“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,” said Minister O’Toole. “The Government of Canada is pleased to support this program as it rolls from coast to coast.”

Today at the Oromocto Cenotaph the Make Fredericton First team, together with Minister O’Toole and Brian MacDonald, MLA for Fredericton West-Hanwell, dedicated the site for the monument.

“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.

“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.”

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