

From: Campaign Office [mailto:campaignoffice@fenety.com]  
Sent: March 10, 2010 1:43 PM  
To: Jan Johnston  
Subject: British Columbia Royal Canadian Legion  
Importance: High

Hello Mayor Shepherd & Council,

The Veterans would be honored to have the City of Kelowna included in this Historic Remembrance Day Project by our Veterans. The "Military Service Recognition Book" is going to be a first class, full sized publication, approximately 300 pages. The content of the book will be individual photographs and biographies of our "Hometown Veterans" who bravely served in WW1, WWII the Korean Conflict and our current Troops serving on the mission in Afghanistan. The Recognition Book will be available to view for all of our citizens in Kelowna at our Local Legion Branch. The book will be distributed to our schools to educate the younger generation on the sacrifices of our Local Veterans.

Most of the Cities have confirmed their space for this year, and the most common sizes has been the 1/4 page and the 1/10 page Ad. Any level of support is greatly appreciated. The main goal is to have the City of Kelowna included for the Veterans in the Kelowna area and the students to see your support and message when viewing the book. Additionally the proceeds raised will be used to for our Veteran Support Programs and Remembrance Projects as well as Local Youth Programs such as scholarships, cadets and sports.

Attached is the ratesheet and letter along with the submission form that is circulating in Kelowna to give the public the opportunity to have their family members honored in the manner they deserve. The deadline for Ad copy is May 15th, 2010. Please confirm the size you would like to support, I will forward the dimensions and Ad instructions with some more samples upon your confirmation. If you have any questions, please let me know. Thank You Very Much.

Best Regards,

Tom Campbell

Royal Canadian Legion

[www.bcyuk.legion.ca](http://www.bcyuk.legion.ca) <mailto:campaignoffice@fenety.com>

[campaignoffice@fenety.com](mailto:campaignoffice@fenety.com) <mailto:campaignoffice@fenety.com>

18009649074



  
**LEGION**  
www.pacificlegion.org

## British Columbia / Yukon Command The Royal Canadian Legion

### *“Military Service Recognition Book”*

Dear Sir/Madam:

Thank you for your interest in the **BC/Yukon Command / The Royal Canadian Legion**, representing **British Columbia** and the **Yukon’s Veterans**. Please accept this written request for your support, as per our recent telephone conversation.

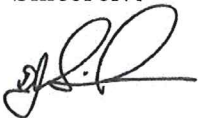
Our **BC/Yukon Command Legion** is very proud to be printing **12,500 copies** of our Annual “**Military Service Recognition Book**”, scheduled for release by Remembrance Day 2010, to help identify and recognize many of the brave **Veterans** of British Columbia and the Yukon who served our Country so well during times of great conflict. This annual publication goes a long way to help the Legion in our job as the “**Keepers of Remembrance**”, so that none of us forget the selfless contributions made by our **Veterans**.

We would like to have your organization’s support for this Remembrance project by sponsoring an advertisement space in our “**Military Service Recognition Book.**” Proceeds raised from this important project will allow us to fund the printing of this unique publication and will also help our Command to improve our services to **Veterans** and the more than 150 communities that we serve throughout British Columbia and the Yukon. The Legion is recognized as one of Canada’s largest “Community Service” organizations, and we are an integral part of the communities we serve. This project ensures the Legion’s continued success in providing these very worthwhile services.

Please find enclosed a rate sheet for your review, along with a detailed list of some of the many community activities in our **156 Branches and 114 Ladies Auxiliaries** in the **BC/Yukon Command**. Whatever you are able to contribute to this worthwhile endeavor would be greatly appreciated. For further information please contact **BC/Yukon Command Office** toll free at **1-800-964-9074**.

**Thank you for your consideration and/or support.**

Sincerely,



**Dave Sinclair**  
**President**



  
**LEGION**  
www.pacificlegion.org

## British Columbia / Yukon Command The Royal Canadian Legion

### *“Military Service Recognition Book”*

Advertising Prices			
<u>Ad Size</u>	<u>Cost</u>	<u>GST</u>	<u>Total</u>
Full Colour Outside Back Cover	\$1,709.52 +	\$85.48 =	\$1,795.00
Inside Front/Back Cover (Full Colour)	\$1,519.05 +	\$75.95 =	\$1,595.00
Full Page (Full Colour)	\$1,423.81 +	\$71.20 =	\$1,495.00
Full Page	\$947.62 +	\$47.38 =	\$995.00
½ Page (Full Colour)	\$809.52 +	\$40.48 =	\$850.00
½ Page	\$566.67 +	\$28.33 =	\$595.00
¼ Page (Full Colour)	\$500.00 +	\$25.00 =	\$525.00
¼ Page	\$404.76 +	\$20.24 =	\$425.00
1/10 Page (Business Card)	\$238.10 +	\$11.90 =	\$250.00

G.S.T. Registration # R10 793 3913

All Business Card advertisements in the publication are printed in black and white only.

All typesetting and layout charges are included in the above prices.

A complimentary copy of this year's publication will be received by all advertisers purchasing space of 1/10 page and up, along with a Certificate of Appreciation from the BC/Yukon Command.



PLEASE MAKE CHEQUE PAYABLE TO:

BC/Yukon Command  
The Royal Canadian Legion  
(BC/Y RCL)  
(Campaign Office)  
P O Box 5555  
Vancouver, BC V6B 4B5



**DEAR VALUED SUPPORTER:**

Thank you for your pledge in support of British Columbia/Yukon Command, The Royal Canadian Legion's "**Military Service Recognition Book Project.**" This annual publication will help identify and recognize many of the Veterans of British Columbia and the Yukon who served their country so well. The book will go a long ways to help the Legion in our job as "Keepers of Remembrance" so that none of us forget the selfless contributions made by our veterans. Copies of this publication will also be provided to public and private School Libraries in BC and the Yukon to be used as an education aid for our youth

There will be 15,000 copies of this book printed and distributed free **of charge** in communities throughout BC and the Yukon. Proceeds raised from this project will be used by the Legion to improve services to Veterans and the more than 150 Communities we serve.

The Royal Canadian Legion plays an active role in communities throughout BC and the Yukon. With 156 Branches and 110 Ladies Auxiliaries in British Columbia and the Yukon there's not a citizen within our Command whose life isn't touched by The Royal Canadian Legion. The tragedy for the Legion is that often times the public isn't aware of the extent of our work. We have a history of working hard and not really publicizing our contributions.

***Who we are and what do we do?***

The more than 80,000 members of The Royal Canadian Legion BC/Yukon Command are dedicated to assisting Veterans and their families. We are also equally dedicated to assisting those in need within our communities, whether it is seniors or our youth.

**Funding** - The government does not fund The Royal Canadian Legion. We rely on our member's dues, donations from the public and in-house fund raising activities.

***How do we help seniors and youth within our communities!***

- Since 1956 provide affordable housing numbering in the thousands for seniors throughout BC/Yukon with a construction cost of over \$168,000,000 and a current value many times that amount.
- Provide "assisted living" accommodation for those needing the extra care. Presently this type of accommodation numbers in the hundreds of units with at least four new complexes under construction.
- Support our communities by paying in **excess of one millions dollars** in yearly property taxes

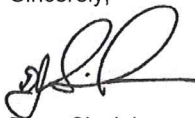
The Legion combined with our Foundation donates:

- Over **half a million dollars** annually within BC/Yukon in support of electric beds and lifts, wheelchairs and specialty mattresses, specialized medical equipment, therapeutic gardens, buses and even furnishings and television sets to our hospitals and extended care facilities.
- **Half a million dollars** raised by the 5000 Ladies Auxiliary members for charities and deserving branch projects
- **Over \$350,000** on Youth Programs, sponsoring a variety of sports teams.
- **Over \$275,000** in Bursaries and Scholarships awarded
- Sponsor over 5,000 cubs, scouts, guides and cadets
- **\$16,500 annually** to send young BC athletes and coaches to a Legion-sponsored National Athletic camp and to fund local events
- **\$60,000 annually** to the Department of Family Practice at UBC. Over 200 family doctors have graduated since inception in 1978, most of these are in practice in BC, including a large number in rural areas
- Sponsor Transition programs at UBC and the University of Victoria for our veterans and their families suffering with Post Traumatic Stress Disorder
- Sponsor "Spinoza Bear" program throughout BC for children suffering with serious illness or stress related disorders
- **Over half a million dollars** from poppy funds to ex-service personnel and their dependants in need

***The Legion at work in your community!***

Again, we thank you for your sponsorship and support of this very worthwhile project.

Sincerely,



Dave Sinclair  
President



## BC/Yukon Command Military Service Recognition Book - Submission Form



**General Information Required for Story Submission. Please print clearly!**

Name of Military Person being Recognized:

Last Name :

Given names :

Place of Birth:

Year of Birth:

Year of Death:

Service: WWI  WWII  Korea  Special Duty Area  Peacetime  Other: \_\_\_\_\_

Branch of Service: Navy  Army  Air Force  Merchant Navy  Other: \_\_\_\_\_

Service Unit: *i.e. North Shore, Carleton York, CWAC,  
Names of Ships, Squadrons, etc.*

Areas Served in: *i.e. - Canada, High Seas, England,  
C/E, Korea, SDA (Please name), etc.*

Killed in Action? Yes  No  Year of Death:  Where Killed \_\_\_\_\_

Was or is a Member of Legion Branch - Name & #: \_\_\_\_\_ How many years? \_\_\_\_\_

**Information on person submitting form:**

Submitted by (Name): \_\_\_\_\_ Branch #  LA #  Individual

Contact Information: Tel # \_\_\_\_\_ FAX # \_\_\_\_\_ e-mail \_\_\_\_\_

**Additional Information: Please attach a separate sheet of paper, and keep information to maximum of 200 words.**

(Example – awards for bravery i.e. VC, DSC, DFC, MC, MM, etc., POW.)


**Please attach photograph here:  
Do Not Fax**

**All submissions must be returned no later than 30th June, 2009.**

Please do not wait until the deadline to submit.

Samples can be seen in the form of last year's book to give you some idea of how you might approach composing your story.

The submissions should be approximately 150 words to a very maximum of 200 words in length and can contain one photo of the person whose story is being submitted. (Preferably a head and shoulders portrait.) You are responsible to edit your submission for grammar and spelling and to ensure the information is factual. We do retain the right to edit but will try not to alter the content of your submission. If you misspell your name or give the wrong date of birth, etc., we will have no means of verifying the information and will print only what you submit.

Photographs and other information will not be returned, so please have them scanned or copied and e-mailed with your story. When a story is received it will be deemed submitted for inclusion and may be used without any further permission required. All stories submitted for use in the Military Service Recognition Book may also be used in the online publication of this book.

Any veteran or service personnel or relative may submit a history or story. All submissions should be sent to Gary Peters, Coordinator "Military Service Recognition Book" in one of the following ways:

Preferred method of receiving submissions  
Send by e-mail to (garypeters@shaw.ca)

If you do not have e-mail capability, perhaps you could ask someone with such access to assist in submitting your story. If possible, please send history as a word document attachment. If photographs are e-mailed please have resolution of 300 dpi minimums at size of original and if possible, attach as a separate document.

**If you are mailing in your submission please send to:**

**Military Service Recognition Book**

The Royal Canadian Legion

PO Box 209

Lantzville Road

Lantzville BC, V0R 2H0

Phone (250 390-2762)

e-mail (garypeters@shaw.ca)

Fax (250 390-2285)

**Photographs can be mailed or e-mailed but NOT faxed with the submission.**

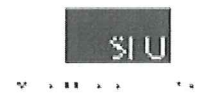
The **Military Service Recognition Book** may be published annually, but we might not be able to publish all submitted stories and histories in the next publication.



*FROM THE HEART*  
THE FREEMAN LEGACY

"From the Heart: The Freeman Legacy" is a multi-media project that tells the story of five World War II veterans from Burnaby who served their country with distinction during the war and served their community with distinction after the war.

To learn more, please visit [www.burnaby.ca/fromtheheart](http://www.burnaby.ca/fromtheheart)



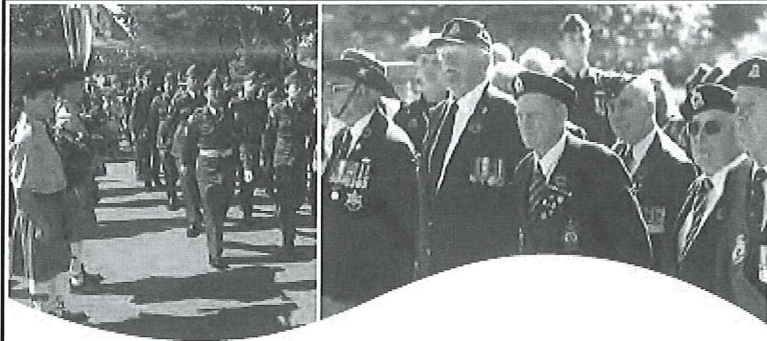
**Thank you for  
your service  
and dedication  
to our country.**



*City of Chilliwack*  
[www.chilliwack.com](http://www.chilliwack.com)







*Coquitlam proudly honours the soldiers who fought for our freedom in past wars, as well as the men and women who are actively involved in peace-keeping measures, and in the war on terrorism in our world today.*

Show your support in honouring and remembering our fallen heroes.

**Mayor Maxine Wilson & Council**

- Councillor Brent Asmundson
- Councillor Doug Macdonell
- Councillor Fin Donnelly
- Councillor Mae Reid
- Councillor Neal Nicholson
- Councillor Lou Sekora
- Councillor Barrie Lynch
- Councillor Richard Stewart

**Coquitlam**



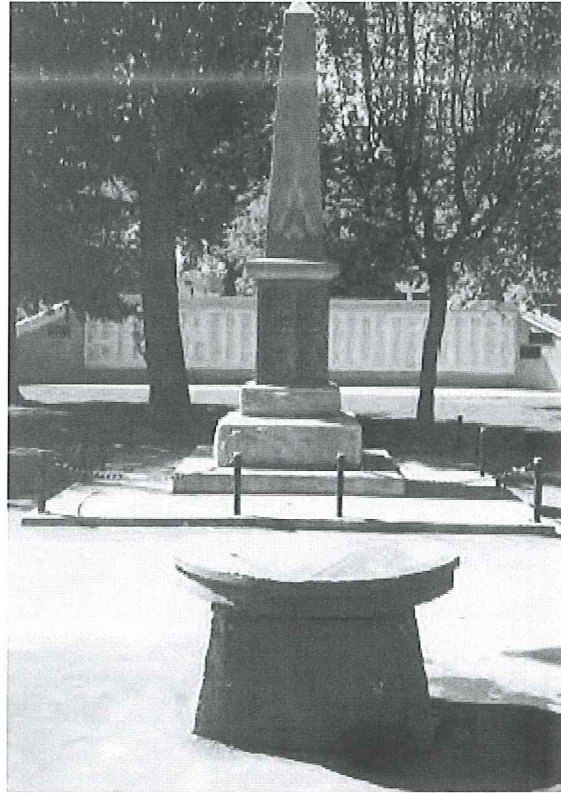
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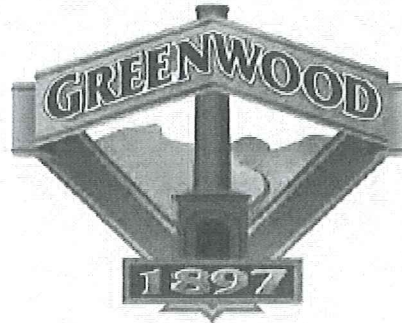
**Coquitlam**



In recognition of veterans of past  
conflicts and those serving us today,

*We thank you.*





**CITY OF GREENWOOD  
PO BOX 129  
GREENWOOD, B.C.  
VOH 1J0**

**ON BEHALF OF THE CITY OF  
GREENWOOD, WE WOULD LIKE TO  
THANK ALL THE VETERANS, PAST  
AND PRESENT, WHO HAVE SERVED  
AND CONTINUE TO SERVE OUR  
COMMUNITY AND COUNTRY.**

**"THANK YOU"  
GREENWOOD CITY MAYOR AND COUNCIL**



On behalf of City Council and  
the citizens of the City of Kimberley  
I would like to express our sincere  
gratitude to all our Veterans  
for their commitment to serve our  
Country. We will always remember  
the sacrifices they have made  
to ensure our safety and freedom.

Mayor James E. Ogilvie  
City of Kimberley



## **CITY OF LANGFORD**

City of Langford recognizes the  
sacrifices our Veterans have made  
for us.

We appreciate and thank them for their  
outstanding community support and  
services.

CITY OF  
LANGLEY



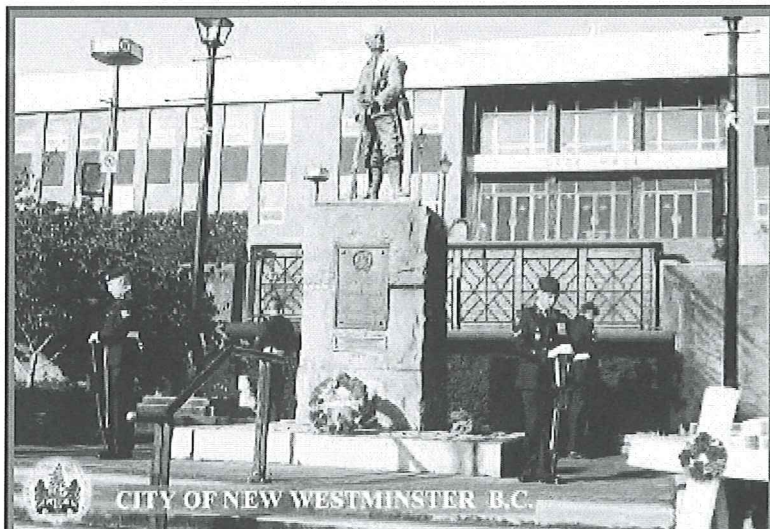
*Proud to Support  
the Royal Canadian Legion  
BC / Yukon Command*

**Congratulations from  
Mayor and Council,  
City of Langley**



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[www.city.langley.bc.ca](http://www.city.langley.bc.ca)



*The City of New Westminster,  
in solemn thought,  
remembers those who have given  
their lives for our freedom.*





*City of* PARKSVILLE

The City of Parksville  
recognizes the great sacrifices  
that our veterans have made  
for us.

They fought and died for truth,  
justice, peace, freedom and  
knowledge. For this we are  
forever in their debt.



City of Trail

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The City of Trail recognizes the sacrifices our Veterans made to protect the freedom we all enjoy.

We thank them for their service to our Country and for making our communities stronger and a better place to live.