



NEWS RELEASE

## Canada Company Initiative Leads to Major New Program to Help Reservists

**Toronto, November 25, 2014** – Canada Company is pleased to support a new Government of Canada program announced today that is designed to provide financial support to employers of Canadian Armed Forces (CAF) Reserve members who deploy on operations.

Known as the Compensation for Employers of Reservists Program, this initiative will provide compensation to employers of CAF Reserve members who grant their Reservist-employees leave to deploy on operational duty. The program will be delivered jointly by the Department of National Defence and Employment and Social Development Canada, and will offset the costs incurred by employers when Reservists deploy on operations.

Canada Company played a significant role in the development and ultimate delivery of this important initiative. The charity was involved in discussions with Senators, appeared at Senate Budget Committee Hearings, and also worked with the Department of Finance to ensure the program's inclusion in Budget 2012 and the 2013 Speech from the Throne.

"We applaud the government's initiative, and are proud of our involvement in developing a template for funding that was included in the 2012 Budget," said Blake Goldring, Chairman and Chief Executive Officer of AGF Management Limited, and Founder and Chairman of Canada Company. "Reservists are a critical component of the military's ability to deploy on operations both at home and abroad. This program is both an acknowledgement of their military contribution, and solidifies the bridge between corporate Canada and those members of our Canadian Armed Forces who work in Canada's corporate space."

Working in cooperation with Canada Company, the C.D. Howe Institute produced a report in 2010 titled "Supporting Employees Who Deploy: The Case for Financial Assistance to Employers of Military Reservists," which proved to be a driving force behind this new program. For more information on the C.D. Howe Report, please visit <http://bit.ly/1roL36a>

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### About Canada Company

Canada Company is a federally registered charity created in 2006 which brings business and community leaders from across Canada together to support members of our Military in the work that they do at home and abroad. The organization is non-partisan and is an advocate for Canadians who serve, or wish to serve, in the Canadian Forces – regular and reserve – and their families, ensuring that they receive the widest possible support, recognition and care. Canada Company's motto is *Many Ways to Serve*. Visit [www.canadacompany.ca](http://www.canadacompany.ca)



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