



FOR IMMEDIATE RELEASE

Canada Company Expands Scholarship Program for Children of the Fallen

May 2, 2016 – Canada Company is pleased to announce that it will be taking a leadership role in working with other Canadian charitable organizations to help raise additional funds to supplement the [Canada Company Scholarship Fund](#) program.

Canada Company is a registered Canadian charity that assists and advocates for those who are serving and have served in the Canadian Armed Forces. Since inception in 2006, it has brought together “Canadians helping Canadians” through relevant and current programs. These include career transition initiatives for member and/or their spouses through their MET and METSpouse programs and scholarships for those who have lost a parent serving with the Canadian Armed Forces.

Given the greater awareness of the challenges military members and their families face with Post-Traumatic Stress Disorder (PTSD), Canada Company is taking action to expand the scope of its support. To that purpose, members of the Board of Directors have contributed \$100,000 to the Canada Company Scholarship Fund. Canada Company will also collaborate with other military charities, as well as business and government organizations to raise further funds. Additional details will be announced at the Canada Company Scholarship Fund presentation on June 24 in Toronto.

“In recognition of the selfless sacrifice that Canada’s brave military personnel make in the service to our country, we honour their legacy by providing their children with opportunity in the form of post-secondary education scholarships” says Blake Goldring, founder of Canada Company. “This enhancement to our scholarship fund, first created in 2007, will ensure that Canada Company continues to deliver relevant initiatives that suit current military needs”.

“As a staunch advocate of military veterans, veterans in transition and the families of our fallen, Canada Company recognizes this immediate need to build on our existing programs” says Canada Company president, Angela Mondou “With the support of both HCol Blake Goldring and our Board, we hold out an example of Canada Company’s ability to step up and take action for an ever-evolving need to support Canada’s finest”.

Canada Company will also increase the public profile of issues confronting military families. Under the *Many Ways to Serve* banner, a member-led campaign will launch the *Respect Campaign* in early June with the goal of raising awareness and funds for military PTSD and related problems.

Over the past decade, Canada Company has helped provide college or university education for 33 students. There will be up to 18 recipients of Canada Company scholarships to be announced in June of 2016, bringing a total of approximately 100 scholarships awarded since the program began.

Canada Company is proud of its record of support for the children and families of those who have made the ultimate sacrifice for our country. We look forward to building on that foundation, honouring the memory of our fallen military heroes.

For more information:

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