



NEWS RELEASE

The Royal Regiment of Canada adopts the country's most northerly Army Cadet Corps

Canadian business leaders, The Royal Regiment of Canada and the Arctic Bay community support and celebrate the 3045 Royal Canadian Army Cadet Corps (3045 RCACC)

Arctic Bay, Nunavut - May 12, 2008 – Today, Canada's largest reserve regiment, The Royal Regiment of Canada, officially adopted the 3045 Royal Canadian Army Cadet Corps (3045 RCACC) at a rebadging ceremony in Arctic Bay. The event was attended by Arctic Bay community members, Canada Company founder and AGF Chairman and CEO, Blake Goldring, and Brigadier-General Chris Whitecross, Commander of the Joint Task Force North.

As part of the ceremony, which included the presentation of The Royal Regiment of Canada's Cap Badge to the 45 members of 3045 RCACC, Mr. Goldring, Honorary Colonel of The Royal Regiment of Canada, and Brigadier-General Whitecross recognized the importance of the 3045 RCACC and the value in supporting such a critical organization to the Arctic Bay community.

"This initiative helps create an important link between a Regiment in Canada's largest urban centre and one of the country's most remote communities and its Cadet Corps," said Blake Goldring. "As part of Canada Company's commitment to support the 3045 RCACC, funds raised will provide additional resources for the youth of Arctic Bay to enhance their cadet experience with activities such as citizenship trips outside the area, unit scholarships and extra field training exercises."

"CIBC is pleased to take part in this initiative, working with other members of Canada Company to provide additional financial support to the 3045 RCACC of Arctic Bay. These funds will go a long way to supporting the cadet experience for these young people," said Stephen Forbes, Senior Vice President, Communications and Public Affairs.

The cadet program, a joint initiative between Canada's Department of National Defence and the Civilian Army, Air and Navy Cadet Leagues, has approximately 54,000 cadets in 1,100 units across Canada. There are approximately 450 army and air cadets enrolled in 16 corps and squadrons in the Yukon, Northwest Territories and Nunavut under the responsibility of the Regional Cadet Support Unit Northern (RCSU (N)). The aim of the cadet program is to provide dynamic, well organized and safe activities for young Canadians to help foster leadership skills and good citizenship, promote physical fitness, and create an awareness of the Sea, Land and Air elements of the Canadian Forces (CF).

"The Cadet Corps is an extremely valuable training ground offering positive life experience and skill development for Canadian youth especially those living in remote, northern areas of the country. Some of these cadets choose to become Canadian Rangers, who truly are Canada's eyes and ears in the Arctic, supporting a region and a community which has and will continue to play an important role in the protection of Canadian sovereignty. We are proud to be here today to support and recognize Arctic Bay's 3045 RCACC," added Brigadier-General Chris Whitecross.

Arctic Bay is a village located on the Borden Peninsula of northern Baffin Island. Positioned on the northern shore of Adams Sound, off the Admiralty Inlet, Arctic Bay is approximately 1,000 km northwest of Iqaluit.

About Canada Company

With the motto *Many Ways to Serve*, Canada Company was formed in 2006 and is an apolitical organization of business leaders with one goal: to ensure that those who serve, or wish to serve, in Canada's Armed Forces, and their families, receive the widest possible support, recognition and care they deserve. With a particular focus on Canada's Armed Forces Reserves, Canada Company is dedicated to honouring those with commitment and valour to their country at home and abroad. For more information on Canada Company please visit www.canadacompany.ca

- 30 -

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