

-PRESS RELEASE-

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**CANADA COMPANY MEMBERS LAUNCH CORPORATE POPPY CAMPAIGN
TO TEST BUSINESSES RESPONSE ON TRANS-CANADA HIGHWAY**



OPERATION RESPECT

Steve Gregory, President of Canada Company Quebec, Hero's Park Chair Major Richard Gratton and Canada Company member Doug Bellevue have launched a test project where corporations display the Canadian Legion's Poppy Trade Mark on their buildings to promote respect for our veterans and those who serve on our behalf.

The concept was introduced five years ago when Bellevue, who is President and CEO of Task Micro-electronics Inc., started an annual tradition displaying a large banner of the traditional poppy with the word respect on the Task building located in Kirkland on the Trans-Canada Highway.

This led to Bellevue becoming involved with Afghanistan veteran Major Richard Gratton in the Hero's Park project in Beaconsfield and with Steve Gregory of Canada Company.

The banner incorporates the traditional poppy and the word respect to convey a clear and simple message, RESPECT.

The goal is to have Canadian Corporations across the country take a leadership role in supporting our military and our veterans by promoting the poppy.

Corporations can display a poppy banner on their building each year the same way a person proudly wears one on their lapel.

Corporations have the financial means and the visual presence to make this project a success and an annual Canadian tradition.

The Royal Canadian Legion has approved the use of their trademark for the project.

The Trans-Canada highway on the west end of the island was chosen solely as an extension of the Task building where the first poppy banner went up.

The response has resulted in enough of a visual presence on the Trans-Canada Highway to bring this to a national campaign for next year.

The group is committed to working with Canada Company and their corporate members, The Royal Canadian Legion and businesses across the country to promote the project.

One of the project's goals is to establish a volume of participation and an efficient supply of banners suitable to create commercial conditions that will benefit The Royal Canadian Legion and our veterans.

Canada Company serves to build bridges between business, community leaders and the Canadian Military. Their corporate members help members of the Canadian Military with their employment transition into the corporate world. They also provide educational scholarships for families of our fallen and other support initiatives for military families.



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