



## PRESS RELEASE

# Canada Company Applauds Government for Supporting Military Reservists in 2012 Budget

*Compensation program helps offset costs incurred by employers of deployed Reservists*

TORONTO, March 30, 2012 /CNW/ - Canada Company: Many Ways to Serve, applauds the Government of Canada for its support for *Sharing the Sacrifice* - a program designed to provide financial support to employers of military Reservists. Announced in the March federal Budget, *Sharing the Sacrifice* builds on the government's commitment to support Canada's Armed Forces by helping employers offset costs related to staff who are also employed by the Canadian Forces Reserves.

"The compensation program for employers of Reservists announced in today's Budget further demonstrates our appreciation for the sacrifices made by members of our military reserves and their families to protect Canadian values," said Blake C. Goldring, Founder and Chairman, Canada Company. "Canada Company and the Canadian Government are working to ensure our Reservists remain gainfully employed and that the Canadian Forces receive the widest support, care and recognition they deserve for their important contributions to our Country."

The program is based on similar programs implemented in the United Kingdom and Australia and will help businesses cover costs associated with employing Reservists such as the hiring and training of replacement workers and additional overtime hours for existing employees. These costs are particularly difficult for smaller employers to absorb.

*Sharing the Sacrifice* will address issues being faced by Reservists identified in a 2010 C.D. Howe Institute report<sup>1</sup>. Some of the key benefits of the program include:

- More equitable distribution of employee deployment costs across society rather than only a small number of employers.
- Improved Reservist employment opportunities and working conditions - easing their transition back to civilian life.
- Increased support for Reservists and their families.

*Sharing the Sacrifice* is endorsed by the Canadian Defence & Foreign Affairs Institute and supported by major employer groups including the Canadian Chamber of Commerce, Canadian Council of Chief Executives, and the Canadian Federation of Independent Business. The program is expected to be well received by members of the Canadian business community who have supported it throughout its development.

"Whether it's serving in peacekeeping efforts or in combat zones, military Reservists are a growing component of Canada's security at home and abroad," said Mr. Goldring. "Canada Company would like to thank the many people involved in the work leading up to today's great news, including the Prime Minister, the Minister of Finance, the Cabinet, Members of Parliament from all parties, partner organizations and the many Canadians who supported the initiative and advocated on behalf of Reservists and their families. We look forward to working with the Government of Canada, the military, and business community to develop and implement this program."

Details of the *Sharing the Sacrifice* program are expected to be released by the federal government in the coming months. For more information, please visit: <http://www.canadacompany.ca>.

<sup>1</sup> Busby, Colin, "Supporting Employees Who Deploy: The Case for Financial Assistance to Employers of Military Reservists," C.D. Howe Institute, 2012. [http://www.cdhowe.org/pdf/backgroundunder\\_123.pdf](http://www.cdhowe.org/pdf/backgroundunder_123.pdf)

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