



FOR IMMEDIATE RELEASE

Canada Company partners with Canadian Forces Morale and Welfare Services to launch the RESPECT CHALLENGE and help celebrate our military heroes.

June 6, 2016 (Quebec, PQ) — [Canada Company](http://CanadaCompany.com), the leader in Military Employment Transition, in partnership with the Canadian Forces Morale and Welfare Services, proudly announce The RESPECT Challenge, an awareness campaign dedicated to raising funds for military mental health programs while promoting respect for serving military and veterans.

Starting today, businesses, municipalities and other organizations are encouraged to visit www.supportourtroops.ca to purchase a RESPECT banner. Proceeds from the sale of banners will benefit post-traumatic stress disorder (PTSD) and other programs delivered by Canadian Forces Morale and Welfare Services. Comprised of a yellow ribbon, a maple leaf and the word "RESPECT", banners are available in various sizes and formats including exterior, interior and as window clings.

"Canadian Forces Morale and Welfare Services are on the front lines of supporting active military personnel, reservists, veterans and their families," said Doug Bellevue, Founder of The RESPECT Challenge, Canada Company Member, and President and CEO of Task Micro-electronics Inc. "We believe that respect is a value that lies at the core of this country, which is why we are calling on all Canadians, with a focus on leaders in the business community to purchase a RESPECT banner to show their leadership and support for our military and veterans."

"At Canada Company, we are always looking for ways to foster a continuous exchange between Canada's remarkable military and our innovative Canadian business community," said Angela Mondou, President of Canada Company. "By partnering with the Canadian Forces Morale and Welfare Services to launch the RESPECT Challenge, we are able spark new conversations with Canadian businesses, while helping them recognize the sacrifices that our troops make every day."

"At Canadian Forces Morale and Welfare Services, we see first-hand the positive impact campaigns like this have," said Commodore Mark Watson, Director General Morale and Welfare Services. "Beyond the financial support that will be generated through the sale of these banners, there is an immeasurable boost in morale when our members see such powerful and public signs of support in their local communities."

To help raise awareness and support, the RESPECT Challenge is asking Canadian business and community leaders to purchase and display a RESPECT banner outside their facilities and challenge others to do the same.

To see banners already in place visit: <https://www.facebook.com/respectcanada/>. To purchase a banner or for more information, visit <http://sotstore.myshopify.com/collections/respect-campaign-campagne-respect>

About Canada Company:

Canada Company is a federally registered charity created in 2006 by Canadian businessman and Honorary Colonel, Blake Goldring M.S.M., LL.D., CFA. With its deep connection to both the military and Canada's business community, Canada Company connects businesses with military tested resources, and provides a seamless transition into the civilian workforce. Canada Company offers the Military Employment Transition - MET Program; hosts the National Transition Symposium and Strategic Knowledge Exchange; and funds Scholarships for children of soldiers killed while serving on an active mission with the Canadian Armed Forces. To learn more visit: CanadaCompany.ca.

About Canadian Forces Morale and Welfare Services

Canadian Forces Morale and Welfare Services (CFMWS) is responsible for administering Non-Public Property (NPP) on behalf of the Chief of the Defence Staff and for delivering selected public morale and welfare programs, services, and activities to eligible members and their families on behalf of the Chief of Military Personnel.

About The Respect Banner Campaign

The Respect Banner Campaign is a national organization dedicated to promoting respect for our serving military and Veterans by raising awareness and funds to support various veterans and defence associations. The Respect Banner Campaign is the first step towards the Trans Canada Respect Monument, which will be unveiled in Kirkland, Quebec in the fall of 2017.

For Further Information:

Steve Gregory
(514) 919-5858
steve@isaix.com