

HONORARY COLONEL OF THE ARMY APPOINTED

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TORONTO, Ont. – Mr. Blake C. Goldring, Chairman and CEO of AGF Management Limited, was formally recognized as the Honorary Colonel of the Army at a ceremony today at the Canadian Forces College in Toronto. The ceremony was presided over by Lieutenant-General Peter Devlin, Commander of Canada's Army.

“The tradition of Honorary Colonels within the Canadian Army dates back to the 13th Battalion of Infantry in 1895. In today's context, having influential Canadians in that capacity enhances the Army as a collective. Honorary Colonel Goldring has been a staunch supporter of the Army and Canadian soldiers,” said Lieutenant-General Peter Devlin, Chief of the Land Staff. “I am very pleased that he will continue to be associated with us as the first ever Honorary Colonel of the Army. This new position will only compliment our already formidable Honorary Colonel network in maintaining the strongest possible links between the Army and Canadian citizens. This is a good news story for Canada.”

“I am deeply honored to accept this appointment,” said HCol Goldring. “Our soldiers make great sacrifices in the service of Canada and Canadian interests. I am grateful for this opportunity to support them by continuing to be a bridge between the business community and the men and women in uniform who make us proud at home and abroad.”

In addition to leading AGF Management Limited, one of the country's largest independent investment management companies with approximately \$53 billion in assets under management, HCol Goldring is the founder of Canada Company: Many Ways to Serve. This apolitical charitable organization created in 2006 brings leaders from across Canada together to support the Canadian Forces and their families. With this appointment, HCol Goldring will focus on expanding Canada Company's support base to over 500 business and community leaders to enhance the Canadian Forces' efforts to connect with Canadians.

HCol Goldring will also participate in various ceremonial events to raise greater awareness about the important work that the Army and soldiers do and to show them that Canadians care.

HCol Goldring was Honorary Colonel of The Royal Regiment of Canada from 2006 to 2010 and is a member of the Royal Military College's (RMC) Board of Governors. In June 2008, the RMC bestowed upon him an Honorary Doctor of Laws degree. In February 2009, the Governor General of Canada awarded him with the Meritorious Service Medal (Military Division).

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For more information about this appointment, visit the Army Website at (www.army.forces.gc.ca) or contact Army Public Affairs at 613-945-6085 or sarto.leblanc@forces.gc.ca.

For more information about Canada Company, visit www.canadacompany.ca or contact Canada Company at 416-865-4311 or info@canadacompany.ca.

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