

NEWS RELEASE



Canada Company Applauds “Helmets-to-Hardhats” Initiative Announced in Federal Budget

TORONTO, March 23, 2011 – Canada Company: Many Ways to Serve today applauded the “Helmets-to-Hardhats” initiative announced in the federal budget on Tuesday.

“As a not-for-profit organization designed to support the men and women who serve in the Canadian Forces, we are pleased that the Finance Minister and federal government recognize the important contribution that our military personnel play both while serving our country and in the broader community at large,” said Canada Company Chairman Blake C. Goldring.

When implemented, this initiative will provide funding to help veterans find work in Canada’s construction industry as they transition back into civilian life. “We recognize and value the role that those who put their lives on the line play not only while in active duty, but we appreciate the skills and experience they bring back into the work force,” added Goldring, who is also Chairman and CEO of AGF Management Limited. “In acknowledging and supporting our veterans this is a tremendous first step and at Canada Company, we would like to work collaboratively with the government to explore other opportunities and programs that also support Reservists.”

For example, Canada Company, which brings business and community leaders from across Canada together to support Canadian soldiers in the work that they do at home and abroad, has developed a draft policy that could be implemented in the work place for Reservists.

“Given Canada Company’s unique role in being a bridge between the business community and the Canadian Forces, we look forward to assisting the federal government and employers in gaining support. We believe that such a policy would benefit the nation, reservists and Canadian employers,” explained Goldring.

“The Reserves provide a great opportunity for individuals to develop their leadership and teamwork skills which they can apply to their careers benefitting their employers,” added Canada Company Managing Director Peter Hart.

With the motto Many Ways to Serve, the organization’s focus is to make sure Canadians who serve or wish to serve in the Canadian Forces and Reserves and their families receive the widest possible support, recognition and care they deserve.

Canada Company is pleased that the government's new initiative is aligned with this focus. Whether someone is actively serving, a reservist or a veteran, the organization believes that there is a challenge balancing civilian life and military service.

The "Helmets to Hardhats" program not only acknowledges this challenge, it also raises awareness about the need for additional programs that provide employment opportunities and job protection for all who serve in the Canadian military.

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