



Canada's Commemorative Campaign

5,500 Names, 5,500 Canadian Stories



On 6 June 1944, 14,000 Canadians landed on Juno Beach as part of the Allied invasion of Normandy, known to history as D-Day. By the end of August, more than 90,000 Canadians participated in the fighting from Juno to the closing the Falaise Pocket, the beginning of the end for Hitler's Germany. Nearly 5,500 Canadians were killed in Normandy and remain there today.

In 2019, the Juno Beach Centre will mark the 75th anniversary of these events by drawing special attention to the Canadians who were killed during the days between D-Day and the end of the Battle of Normandy. Canadians have the chance to engage in an Act of Remembrance by supporting the Juno Beach Centre and paying tribute to those individuals who made the ultimate sacrifice.

Through the dedication of nearly 5,500 dog tags – one for each Canadian killed during the Normandy Campaign – the Juno Beach Centre hopes to raise \$500,000 to support future educational and commemorative initiatives. Each tag is inspired by the actual identity discs worn by Canadian servicemen during the Second World War.

These 5,500 Canadians were everyday people, with families, dreams and aspirations. They went to school on your street, sat in your church every Sunday, and worked at your businesses. Some were only boys as young as 16; they stormed the beach fresh out of high school and minor sports.

Others left behind a wife and family. Each life, full of possibilities, was cut short by the terrible reality of war. Included with your donation is one of these stories. Each set of dog tags can be sponsored for a donation of \$100 each.



THE DOG TAGS:

The Green Tag: The front side of this tag will feature one of the 5,500 Canadians killed in the summer of 1944 and today buried in Normandy. The tag will indicate their rank, name, date of death, regiment or unit, hometown, and their age. The backside of this tag features the Juno75 logo.

The Red Tag: The front side is customizable to each individual donor. To pay tribute to a veteran of the Canadian Armed Forces, this tag can include, but is not limited to: military rank, first and last name, military unit/regiment, years of service, conflict served in, or a short personal message. Alternatively, donors can include their own name or organization name, organization information or message, and hometown and province. The backside of this tag features the Juno Beach Centre's logo.



WHY ARE WE DOING IT?

The JBCA's mandate is to remember and commemorate the sacrifices made by all Canadians during the Second World War and to educate and inform future generations about the role Canada played in preserving the freedoms we enjoy today. This campaign aims to raise awareness of the role Canada played in the D-Day landings and to honour those who lost their lives. The funds raised through this initiative will support commemoration and educational programming at the Juno Beach Centre.



For more information about Canada's Juno75 Commemorative Campaign:

Contact **Scott Entwistle**: email sentwistle@junobeach.org | phone 1-778-872-1466 (Mon to Fri, 9am – 5pm PST)

CANADA'S JUNO75 COMMEMORATIVE CAMPAIGN

Each set of dog tags can be sponsored for a donation of \$100 each.

Veteran Dog Tag OR Donor Dog Tag Inscription

Veteran Dog Tags include 4 lines (Maximum **15** characters and spaces per line). This should include, but is not limited to: military rank, first and last name, military unit/regiment, years of service, battles served, military number, or a personal message.

A Donor Dog Tag includes 4 lines (Maximum **15** characters and spaces per line). This can include the donor's name or organization name, organization information or message and hometown and province.

Dog Tag Inscription (MAX. 15 CHARACTERS AND SPACES PER LINE)

VETERAN TITLE or DONOR NAME Including rank, first and last name, and decorations. (Example: SGT A.A. SMITH)

UNIT or ORGANIZATION INFORMATION (Example: Regina Rifles, HMCS Athabaskan, 401 Sqn. RCAF)

YEARS OF SERVICE or HOMETOWN AND PROVINCE (Example: 1939 - 1944)

COMMENT (Example: Atlantic, Italy, D-Day, military number, JUNO75, etc.)

Total amount donated:

\$

A receipt for tax purposes will be issued for the full donation amount.

The donation to the Juno Beach Centre is payable by:

CHEQUE to Juno Beach Centre Association, Suite 4 – 180 Northfield Drive West, Waterloo, ON, N2L 0C7;

CREDIT CARD by completing the form on this page;

ONLINE at www.junobeach.org

Donor's Name (please print)

Signature

Address

City, Province, Postal Code

Telephone

Email

Date dd / mm / yyyy

Payment enclosed via Cheque By Credit Card

If by Credit Card (Visa or Mastercard only):

Credit Card Number

Expiry mm / yy

CVV

Name on Credit Card

Signature

We thank you for your contribution to the Juno Beach Centre! Every donation helps keep the memory of Canada's veterans alive and will be used to support the programming and educational mission of the Centre, Canada's only Second World War Museum in Normandy.

The Juno Beach Centre Association is a registered Canadian charity (891257149RT0001)