

November 21st, 2018

**Re: Canada's Juno75 Commemorative Campaign –
5,500 Canadian Stories**



Dear Sir/Madam,

In the summer of 2019 we will mark the 75th Anniversary of D-Day and the Battle of Normandy. More than 90,000 Canadians fought from the sands of Juno to the banks of the Seine, helping to liberate Normandy and end Nazi tyranny. Of those brave volunteers, some 5,500 never made it home and remain buried in Normandy today. To honour their memory, the Juno Beach Centre (JBC) has launched Canada's Juno75 Commemorative Campaign which aims to recognize the noble soldiers, sailors, and airmen who made the ultimate sacrifice that summer. Our goal is to sponsor 5,500 identity discs – “dog tags” – inspired by those worn by Canadian service personnel during the Second World War.

Whether your regiment or unit fought in Normandy, on other fronts, or was engaged in the war effort at home, its members were nonetheless essential to the eventual Allied victory. They came from all walks of life, from every occupation, religion, and background. Some were only boys, as young as 16, while others were fathers, husbands, and sons who left their families behind. Now, we need your help.

We invite your association to participate in this campaign, on behalf of all members of your unit who left behind family and friends to risk their lives in service to their country. By supporting this special commemorative campaign, you support the Juno Beach Centre's joint missions of education and commemoration, as well as assist in raising awareness of the upcoming 75th anniversary. Funds raised through this campaign will contribute directly to the future of Juno Beach Centre and its programming.

As the last veterans of the Second World War leave us, the JBC's missions of commemoration and education have never been more important. We ask for your help in supporting this campaign. Each donor will be sent a pair of metal identity discs, one featuring the name of a Canadian killed in Normandy, and the other bearing a personal inscription. You will also receive the biography and photograph of the Canadian named on the first disc, so you can better understand their sacrifice.

The Juno Beach Centre's mandate is to remember and commemorate the sacrifices made by all Canadians during the Second World War. We have been honoured to bear the torch of remembrance for these last 15 years, and with your help, we plan on continuing our mission long past the 75th anniversary next year. **It is our hope that you will support our mission by sharing this Campaign throughout your own network, helping us to raise awareness and funds for the Juno Beach Centre.** All funds raised by this campaign will go directly to supporting the Juno Beach Centre's historical programming and future commemorative projects.

The attached form outlines the program in greater detail. You can also learn more on our website: <https://www.junobeach.org/5500-canadian-stories/>

Please contact Scott Entwistle (sentwistle@junobeach.org / 1-778-872-1466) for more information. We look forward to partnering with you and your members on this initiative.

A handwritten signature in black ink, appearing to read 'Scott Entwistle'.

Scott Entwistle
Special Projects Coordinator
Juno Beach Centre Association