



Shawn Deane, Project Manager, LAV III Monument Program; Colonel Daniel MacIsaac, Commander 5th Canadian Division Support Base Gagetown Fredericton and West-Hanwell MLA Brian MacDonald joined Canada Company to unveil the first Light Armoured Vehicle monument (LAV III) at the Cenotaph in Oromocto, New Brunswick on Wednesday, June 22, 2016.

**First LAV III Monument Unveiled in Oromocto, New Brunswick**  
*Monument recognizes service and sacrifice of Afghan Veterans*

Oromocto, New Brunswick – June 22, 2016 – Canada Company and its partners the Government of Canada, General Dynamics Land Systems-Canada, Militex Coatings Inc., Melloul Blamey Construction and Fanshawe College unveiled their first Light Armoured Vehicle monument (LAV III) at the Cenotaph in Oromocto, New Brunswick today at 2 pm.

The LAV III Monument installation honours the service and sacrifice of our Canadian Armed Forces during the war in Afghanistan. The LAV IIIs played an integral role in keeping our soldiers safe, protecting them from multiple threats including suicide bombers and Improvised Explosive Devices (IEDs). The installation of these monuments serves as a public thank you from a grateful nation and will mark the conclusion of the latest chapter in the legacy of the Canadian Armed Forces who served in Afghanistan.

“Canada Company is committed to supporting the men and women who serve in our Canadian Armed Forces and their families; we are proud to recognize the sacrifices that they have made



on our behalf,” said HCol Blake C. Goldring, Founder and Chair of Canada Company and Chairman and CEO, AGF Management Limited. Adding, “The LAV III Monument Program is a tangible way to demonstrate that support for our Afghanistan Veterans and a memorial to those who paid the ultimate price there. We congratulate the citizens of the Fredericton Region on being the first community in Canada to unveil this important monument.”

The Fredericton Capital Region came together to create a campaign led by Fredericton West-Hanwell MLA Brian MacDonald called #MakeFrederictonFirst (MFF). MFF was awarded their monument replication cost of \$15,000 by the program for submitting the most compelling application to the Selection Committee prior to the promotional deadline. The announcement was made on June 19, 2015, by MGen (ret'd) David Fraser during the dedication of the LAV III Monument site ceremony at the Oromocto Cenotaph.

"We are grateful to Canada Company for awarding us the high honour of being home to the first LAV III monument in Canada. It is fitting that this first memorial is installed so close to Base Gagetown, where many of our troops conducted their training. This LAV III will stand forever as a symbol of the sacrifice made by so many of our troops, and their families." said Fredericton West-Hanwell MLA Brian MacDonald, Chair of Make Fredericton First Campaign.

“The LAV Monument recognizes the contribution and sacrifice of Canadians throughout our time in Afghanistan,” said MGen (ret'd) David Fraser. Adding, “The community and military in the Oromocto region will now have their own piece of history to reflect on the past as we move into the future.”

Chaired by Tom Jenkins, the LAVIII Monument Program is the work of a volunteer group passionate about paying tribute to the 40,000 members of the Canadian Armed Forces who served in the Afghan war. The program recognizes the service and sacrifice of the Canadian Armed Forces in Afghanistan by providing full-size demilitarized replica LAV IIIs to qualifying communities throughout Canada.

Learn more: [www.lavmonument.ca](http://www.lavmonument.ca)

#### **About Canada Company:**

Celebrating its 10<sup>th</sup> Anniversary, Canada Company is a federally registered charity founded by Canadian businessman and Honorary Colonel, Blake C. Goldring M.S.M., LL.D., CFA. Canada Company takes pride in serving our country in many ways, celebrating our Military heroes, and their families, and fostering a mutually beneficial exchange between Canada's remarkable military and our innovative Canadian business community to create a Better Canada.

A trusted Program Builder, Canada Company offers the Military Employment Transition - MET Program; hosts the National Transition Symposium and Strategic Knowledge Exchange; and funds Scholarships for children of military members who gave their lives in service to our country. To learn more visit: [CanadaCompany.ca](http://CanadaCompany.ca)

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#### **For more information:**

Shawn Deane  
Canada Company  
D: 416.869.8456

Bryan Feheley  
REPUBLIC  
D: 416.537.4444 x 1004



M: 647.924.2934

E: [shawn.deane@canadacompany.ca](mailto:shawn.deane@canadacompany.ca)

M: 416.451.4150

E: [bryan@iamtherepublic.com](mailto:bryan@iamtherepublic.com)