



Winter
Festival of Lights
NIAGARA FALLS ★ ONTARIO ★ CANADA



FOR IMMEDIATE RELEASE

June 21, 2011

Saving Your Pennies?

*Bring them to Canadian Veterans National Rendezvous in support of
Canadian Veterans Advocacy Pennies for Veterans Campaign*

Niagara Falls, ON – The Canadian Veterans Advocacy (CVA) and CAA Winter Festival of Lights are pleased to announce the official launch of the Pennies for Veterans Campaign at the Canadian Veterans National Rendezvous taking place July 9th from 10am to 10pm at the Gale Centre in Niagara Falls.

The Pennies for Veterans campaign will roll out nationally this summer in support of CVA's Homeless Veterans Program. Pennies for Veterans has been designed as a nationwide, community-friendly program where individuals, service groups, social clubs, schools, businesses and veterans associations from coast to coast can demonstrate their patriotic commitment to Canada's veterans by simply collecting pennies in their respective spheres of influence. The object is to raise enough pennies to create veteran facilities and support programs. Many veterans are living under extremely adverse conditions or in abject poverty, hardships that are further exacerbated by addictions, undiagnosed psychological illnesses and the extreme climate conditions most Canadians cities experience in winter.

“Canadians have served with bravery and distinction in every conflict and peacekeeping mission in which they've been involved, but that service has come at a serious cost for many of our veterans,” stated Michael L Blais CD, Founder, Canadian Veterans Advocacy. “The Pennies for Veterans Campaign is one way all Canadians can

contribute to the welfare of our veterans in need while thanking them for their enormous personal sacrifices.”

Rendezvous will be the centre piece of a series of national celebratory events designed to commemorate the end of the Canadian combat mission in Afghanistan while also honoring those brave Canadians who have served in World War II, the Korean conflict, 33 United Nations peacekeeping missions, the Cold War, Gulf War 1, Somalia, the former Yugoslavia and, since 2002, the Afghanistan War. Bring your loved ones to Niagara Falls for this very special tribute weekend of family-friendly events, entertainment, fireworks and military orientated activities.

Highlights include the Motorcycle Poker Run, a Support the Troops rally, official ceremonies and a memorial ride. The Poker Run, which is expected to be the area’s largest, will travel through breathtaking Niagara region landscapes (10:30am – 1:30pm), while the Support the Troops Rally, taking place at the Gale Centre (10am – 10pm), will be a day filled with fun, musical entertainment, a vendor marketplace, an outdoor licensed area, marching bands, a motorcycle show and shine, a magnificent display of vintage military vehicles, and a host of other activities for all ages. At 3:30pm, official ceremonies will take place at the Gale Centre as we pay tribute to those who fight today and those who fought in the past. The evening’s festivities end with a spectacular fireworks display at 10pm.

Rendezvous continues Sunday morning at 10am with a US-Canadian Memorial Ride from Niagara-on-the-Lake to Fort Erie where participants will hold a short memorial service at Mather’s Arch to honour the sacrifice of 156 Canadian soldiers and almost 1,600 Americans killed in action while serving in Afghanistan.

Further details can be found at www.VeteransRendezvous.com.

About Canadian Veterans Advocacy

The Canadian Veterans Advocacy is dedicated to improving the quality of life of Canadian veterans, particularly those who have been wounded in Afghanistan since 2006 and as such, are subject to the substandard financial policies of New Veterans Charter. We serve under one principle, One veteran, One Standard and are fully committed to fighting to ensure that our brothers and sisters wounded in Afghanistan since 2006 are accorded the same life-time pension for their pain and suffering as did those who fought at Dieppe, Ortona, Juno Beach, Kapyong, Hill 355 and 187, Sarajevo and former Yugoslavia and Afghanistan prior to April of 2006.

The Canadian Veterans Advocacy is also committed to addressing the issues that are confronting our most vulnerable of veterans, the homeless. We have implemented a Pennies for Veterans Campaign to provide financial support to Calgary Constable Langford's Back in Step Program and UN-NATO Veterans president Daniel Lafort's outreach program in Montreal. Most exciting will be the mission specific homeless veterans' facility in Halifax, Nova Scotia, where an urgent need has been identified by Veterans Advocates Jim Lowther, Gary Zwicker and John Percy of VETS. Hopefully, we shall raise sufficient funds to have this honourable program in place by winter of this year.

We are also encouraging patriotic Canadian across the nation to follow our example and organize local Support the Troops rallies in order to honour your hometown heroes and raise pennies for homeless veterans! God bless our troops, our veterans and their families. God bless Canada.

About the CAA Winter Festival of Lights

The CAA Winter Festival of Lights attracts more than one million people annually to Niagara Falls, Ontario, and has been recognized as one of the Top 100 Internationally Known Events in North America by the American Bus Association. Festivals and Events Ontario has also ranked the CAA Winter Festival of Lights among Ontario's Festivals and Events of Distinction and one of the Top 100 festivals in the province. The Festival features more than 120 spectacular illuminations, including the world-famous Enchantment of Disney® displays. The Festival also hosts many other attractions and events, including the iconic TD RINK at the Brink, breathtaking Fireworks over the Falls, the CYTEC Candy Cane Lane 5k Race & Fun Run, a Christmas Concert Series and so much more. The 29th Annual CAA Winter Festival of Lights begins November 5, 2011. For more information, visit www.WFOL.com.

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