



PRESS KIT



FROM VIMY TO JUNO

In the coming years, Canada will celebrate a number of important anniversaries and significant milestones. 2017 marks the 100th anniversary of the Battle of Vimy Ridge. That same year, our nation will come together to celebrate Canada's 150th birthday. 2019 is 75th anniversary of D-Day and the Normandy landings.

To commemorate these important anniversaries, the Juno Beach Centre - Canada's only education centre and museum on the site of the D-Day landings - has launched a new multi-year national initiative called **From Vimy to Juno**. Developed with the support of the Department of Canadian Heritage and in partnership with the Vimy Foundation, this bilingual national commemorative program explores the connections between Canadian experiences during the First and Second World Wars, and is anchored by the Battle of Vimy Ridge in 1917 and the D-Day landings on Juno Beach in 1944. The program is comprised of a national travelling exhibition, an educational website with pedagogical resources, and a series of pan-Canadian special events at museums and cultural centres across the country.

THE TRAVELLING EXHIBITION

The **From Vimy to Juno** Travelling Exhibition provides an opportunity for visitors of all ages to learn more about Canada's role in the First and Second World Wars. It also draws parallels between the two World Wars and examines Canada as a nation from 1914 to 1945. Designed to be modular, the exhibit was developed in a way that allows it to be mounted in a variety of accessible spaces – military museums, community centres, schools, libraries, etc. It provides a way to bring the legacy of two nation-defining moments to Canadians who may not have an opportunity to experience the Juno Beach Centre or the Vimy Ridge Memorial firsthand.

From Vimy to Juno is presented in four parts: the Canadian experience during the First and Second World Wars, the evolution of commemoration in Canada and France following the First World War to today, the impetus for the creation of the Canadian National Vimy War Memorial, and the Juno Beach Centre. These sections paint a vivid image of Canada as a nation from 1914 and 1945, and in the present day.

Included in the exhibition are personal stories from Canadians who experienced the First and Second World War firsthand. Visitors will meet Major John Archibald MacNaughton, a man who fought in the 104th Battalion during the First World War and enlisted again at the age of 42 at the outbreak of the Second World War. They will also learn about Chief Joe Dreaver, a man who served in the First World War and enlisted again with his sons at the age of 48. From these personal stories of sacrifice, honour, and bravery, visitors will explore themes of commemoration and remembrance anchored in the Battle of Vimy Ridge and the D-Day landings at Juno Beach.

The Juno Beach Centre provides host communities with the tools to personalize **From Vimy to Juno**. Museums, community centres, and libraries that welcome the exhibition are encouraged to incorporate special displays of local artefacts and personal stories from their collections, supplementing and enriching the exhibition to ensure a more meaningful experience for visitors. The addition of regional content also encourages visitors to learn more about their own local history, share their personal stories (some for the very first time), and ensures that **From Vimy to Juno** reflects Canada's diverse regions, populations, and history.

Throughout 2016 and early 2017, The Juno Beach Centre will host special events to promote **From Vimy to Juno** from coast to coast and encourage public engagement across Canada. These events will be attended by veterans, currently serving military personnel, dignitaries, educators, students, regimental associations, and the general public. The events will serve as an official regional launch for **From Vimy to Juno** and feature speeches and discussions related to the themes explored in the exhibition.

LEARNING RESOURCES: FROM VIMY TO JUNO

Why should we remember? What's my responsibility?

From Vimy to Juno provides host venues with a comprehensive, educational, and entertaining series of learning resources to engage students of all ages. For each panel of the exhibit, students will be asked to complete an age-appropriate Historical Thinking task. These Historical Thinking concepts include: Historical Significance, Historical Perspective-Taking, Cause and Consequence, Continuity and Change, The Ethical Dimension, and Primary Source Evidence. Students will be asked to connect the evidence they are seeing in the exhibit - images, quotations, statistics, and explanatory text - with key Historical Thinking questions. For example, in Panel 3: Coming Home, students are asked, "What were the short-term and long-term consequences of war for the returning veterans?" By reading the panel, students can discover the answer through the sources presented.

The questions are flexible for groups. Students can complete all the questions individually or in pairs, or they can be divided into small groups to explore one or two panels, then jigsaw to share what they've learned. Students are asked at the end to come to a conclusion on the bigger question: Why should we remember? What's my responsibility? Answers may be collected by the exhibit, so that student voices become part of it as it travels.

VIMYTOJUNO.CA

In conjunction with the travelling exhibition and special events, the Juno Beach Centre has also created a web portal for **From Vimy to Juno**. **Vimytojuno.ca** provides educators, students and the general public with collection stories, articles and lesson plans revolving around the First and Second World War, the fascinating interwar years, as well as how commemoration has changed and evolved in Canada.

THE VIMY FOUNDATION

The Vimy Foundation, established in 2006, is a Canadian charity whose mission is to preserve and promote Canada's First World War legacy as symbolized with the victory at Vimy Ridge in April 1917. This nation-defining moment marked Canada's coming of age on the world scene.

THE BATTLE OF VIMY RIDGE

Vimy Ridge, an 8 kilometre long escarpment located in Northern France, was recaptured by the Canadian Corps in April of 1917. Taken by German Forces in 1914, the Ridge had been so well defended that it resisted earlier Allied attacks throughout the first three years of the War. By taking back the Ridge, the Canadian Corps not only brought the first major victory for forces under British Command but also made a great reputation as soldiers because of their skill on the battlefield.

By 1917, Canadians had been fighting for two years. The inexperienced men that held the Germans off at Ypres in April 1915 were now well-trained and battle-tested soldiers. The key to the success at Vimy came when Julian Byng, Commander of the Canadian Corps, sent General Arthur Currie to study the battle methods of the French. Currie learned that they emphasized reconnaissance and used aerial photographs extensively, distributing the pictures widely to soldiers before a battle. With photographs as a guide, soldiers could see their objectives as recognizable geographical features (landmarks?) rather than relying on vague descriptions from a General. The French also rehearsed their tactics extensively until every man stepping into No-Man's land knew exactly what their role would be during the battle. Currie recommended that the Canadians, like the French, follow suit. In the battle for Vimy Ridge, Currie's ideas played the decisive role.

The Canadians went over the top at 5:30 am on 9 April, Easter Monday. They attacked with confidence and precision following a barrage of artillery which was used to destroy the substantial defences created by the German Forces to defend the Ridge and to disorient their adversaries.

Faced with such advanced preparation and skill, the German Forces quickly retreated and many of the allied objectives were reached within the first few hours of battle. It wasn't until the third day, on April 12th, that all objectives were reached once the Canadians made it to an important strategic high point known as "The Pimple." Although the Canadian victory at Vimy Ridge came relatively quickly, it came at a tremendous cost. By the end of the Battle, there were a total of 10,602 Canadian casualties and dead. Although the level of Canadian casualties was lower than average for the Western Front in the First World War, 9 April 1917 remains one of the bloodiest days in Canadian military history.

Today, the message of Vimy Ridge is one of bravery and sacrifice. The battle is commonly highlighted as a turning point in Canadian history: this was the first time that all four Canadian divisions fought together as a unified force. Many consider it the beginning of Canada's evolution from dominion to independent nation.

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The Foundation carries out its mission by:

- spreading awareness through its educational programs, both domestic and overseas;
- spreading awareness through distributing souvenir items such as Vimy pins and Pilgrimage medals;
- spreading awareness through promoting greater recognition of April 9th as Vimy Day;
- spreading awareness through planning events for the 100th Anniversary of the Battle in 2017.

The Vimy Foundation is dedicated to creating opportunities for young and new Canadians to learn about this legacy. This is why they have developed educational programs to help youth learn more about the sacrifices made by an entire generation 100 years ago. The Vimy Pilgrimage Award and Beaverbrook Vimy Prize scholarship programs offer students the opportunity to walk in the footsteps of Canada's history, travelling to Europe each year to visit the important sites of Canada's First and Second World War history. The Foundation also works to build awareness about our First World War legacy through greater visibility of its most moving symbol of sacrifice – the Vimy Memorial in France - built as a tribute to those lost and a lasting monument to peace.

In April 2017 – 100 years to the day of the battle – the Vimy Foundation, in partnership with the Government of Canada, will unveil the new Vimy Visitor Education Centre on grounds adjacent to the Vimy Memorial in France. The Vimy Visitor Education Centre will be a symbolic passing of “the torch of remembrance” from our generation to the next, helping to ensure that Vimy and what it means for Canada are never forgotten. The Vimy centennial coincides with the 150th birthday of Canada and will also be a time of celebration. It provides an opportunity to remember the legacy of Vimy Ridge, to spread awareness of Canada’s coming of age on the global stage, and to celebrate our identity and pride to be Canadian.

We no longer have any veterans of the First World War still with us; we have lost that direct connection with their stories - of the tragedy of war, of the reasons why they enlisted to fight, of the impact of the war on them, their families, and their country. It is up to us to “help tell the story” and keep their legacy alive.

THE JUNO BEACH CENTRE:

A Place Of Remembrance And Discovery Of Canada

The Juno Beach Centre, which opened in Courseulles-sur-Mer on the 6 June 2003, showcases the war effort made by all Canadians, civilian and military alike, both at home and on the various fronts during the Second World War, as well as the manifold faces of contemporary Canadian society.

THE CANADIAN D-DAY LANDINGS ON JUNO BEACH

Lest We Forget...

The Normandy landings on 6 June 1944 were undoubtedly the most complex military operation ever orchestrated: more than 6,000 warships, transport vessels, and landing craft carried the liberating land forces across the Channel, while thousands of aircraft supported this armada.

The 3rd Canadian Infantry Division and the 2nd Canadian Armoured Brigade assaulted the stretch of beach code-named Juno, capturing the coastal towns of Graye-sur-Mer, Courseulles-sur-Mer, Bernières-sur-Mer and part of Saint-Aubin-sur-Mer.

Courseulles was liberated by the 7th Canadian Infantry Brigade, consisting of the Regina Rifles, the Royal Winnipeg Rifles, and the Canadian Scottish regiments, supported by the 1st Hussars armoured regiment, the 12th and 13th Field Regiments, and the Royal Canadian Engineers. By the evening of D-Day, the Canadians were firmly established some 12 kilometres inland.

On 6 June 1944, 14,000 Canadians landed on Juno Beach in Normandy, France. In a single day, the Canadians suffered 1,074 casualties, over 350 of which were deaths. The ensuing 10-week Normandy Campaign saw an additional 18,000 Canadian casualties. Most of the 5,500 men killed are buried in the Canadian cemeteries at Bény-sur-Mer and Cintheaux.

During the Second World War many Canadian families were separated, sometimes for several years, living in constant fear of never again seeing a husband, a father, a son, or a brother. The country as a whole participated in the war effort, supplying troops with much-needed equipment and supplies. By the end of the war, over a million Canadians wore the uniform, making a decisive contribution to the allied forces.

When hostilities ended, the Canadian people welcomed thousands of people from the war-ravaged nations, thus allowing them to make a fresh start and take part in building a country welcoming all cultures.

THE JUNO BEACH CENTRE IN COURSEULLES-SUR-MER

In 2003, the Juno Beach Centre was established by veterans as a permanent memorial to all the Canadians who fought in the Second World War, with a vision to preserve this legacy for future generations through education. Behind this group of Canadian veterans were friends, loved ones, widows and children of veterans - all volunteers. The ambitious project to create a Canadian museum on the D-Day beaches required tenacity and ironclad determination. The project founders, many of whom experienced the war firsthand, were already 70 years or older at the time and yet they were dedicated to moving mountains to reach their objectives. The history of the creation of the Juno Beach Centre itself is a testament to the impact of the war on the lives of thousands of Canadians for present and future generations. Today, the Juno Beach Centre provides visitors with a better understanding of the contribution that Canada made to the Second World War. At the same time, by showcasing today's Canada, the Centre allows visitors to learn more about Canadian values and culture through programming, temporary exhibitions and the Canadian student guides who staff the Centre throughout the year.

The permanent exhibit covers an area of more than 650m² (7,000 ft²) and tells the story of the Canadians who volunteered for military service or mobilized their energies, skills, and resources at home, thereby contributing greatly to the war effort. It also presents the battles that took Canadian units from Sicily to mainland Italy and from Normandy to the Netherlands. The Juno Beach Centre is not only a war museum. It is a space for reflecting on personal accounts of the War, and a presentation of the Canadian society these combatants bequeathed to future generations. The permanent exhibit draws upon documents, photographs, audiovisual and audio accounts, multimedia, maps, artefacts, and settings allowing specific atmospheres to be created. It alternates between areas of emotion, reflection, discovery, and information, eliciting the visitor's participation.

THE JUNO BEACH CENTRE ASSOCIATION

The Juno Beach Centre Association (JBCA) is a Canadian non-profit charitable corporation that is governed by a Board of Directors based in Burlington (Ontario), Canada. The JBCA owns and operates the Juno Beach Centre in Normandy, France. The Association was founded by Garth Webb, a Canadian Veteran of the Second World War, in 1994.

The core purpose of the JBCA is to:

- Provide a tangible and fitting memorial to Canada's participation in the Second World War and recognize the emergence of Canada on the world scene;
- Remember and commemorate the sacrifices made by all Canadians who were part of the Allied victory in all theatres of war and at home; and
- Educate adults and children of today and future generations about the role of Canada in preserving the freedoms we are privileged to enjoy today.

To finance the Centre, the Juno Beach Association has conducted a fundraising campaign across Canada in recent years, appealing to private citizens, veterans associations, institutions, schools, and businesses. The Association has a program in which bricks may be purchased by individuals, families, schools, companies, etc. to pay tribute to a Canadian Second World War veteran. The veteran's name is then engraved on the brick. This program is also open to all other donors and is still being conducted today. For \$500 or more, the veteran, or donor's name is inscribed on the brick which is then mounted on one of the Juno Beach Centre's memorial kiosks.

CONTACT INFORMATION

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