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LEGION OFFERS NEW INITIATIVE

The local branch of the Royal Canadian Legion is offering a new way for Canadians to learn about and remember their country's contribution to the Second World War. Lest We Forget: D-Day Cards are a 112-piece set of cards that tell the story of Canada's involvement in D-Day, the campaign that began the turning point of the Second World War. Developed by Canadian company iCardz with the full support of the Royal Canadian Legion Dominion Command, a percentage of each sale goes toward Legion programs and activities.

This series uses a format that most of us remember from childhood: collector's cards. The difference is that these cards don't feature hockey stats or movie trivia; they contain maps, information about the preparations for the campaign, regiments, the landings and the aftermath. Other cards include medals, specialized equipment, trivia, puzzle pieces, and even a special Instant Win card imprinted with a PIN number that gives card-holders an opportunity to win authentic Canadian Second World War memorabilia such as shoulder flashes, regiment insignia and medals. Seven Canadian veterans have personal "A Soldier's Story" cards included in the set, giving insight into their D-Day experiences. Significantly, some card packages include randomly inserted cards autographed by D-Day veterans.

A companion website, www.LestWeForgetCards.ca, contains expanded information about D-Day and online videotaped interviews with veterans. The site also features an online Veteran's Tribute Photo Gallery that gives friends and families the opportunity to pay tribute to those Canadians who have served in conflicts such as the First and Second World Wars and Korea, or who are active in world conflicts or in peacekeeping efforts with organizations such as the United Nations and the R.C.M.P. The public is invited to post pictures of their own Canadian military heroes and to share stories and personal comments related to the photos free of charge.

Designed for collectors as well as the Canadian public in general, these cards have received interest from history buffs, military collectors, students and parents, veterans and their families, and enquiries have come from as far away as the U.K. Since their release, the collectables have been featured in publications across North America including newspapers and magazines such as Legion Magazine, Honour Magazine, Antique Trader, and most recently Non-Sport Update, a significant publication in the collector and game card world. Writing for the magazine's

October/November issue, Jon Doyle says of the Lest We Forget: D-Day cards, “Maybe some of us have forgotten that collecting is about remembering our heroes and telling stories. iCardz aims to remind us of that lesson. They’ve put together a stunningly attractive trading card set based on Canada’s involvement in World War Two...” Doyle continues, “This 112-card series looks amazing, tells the tales of veterans who were there and features autograph cards from these heroes. Collectors yearning for yesterday would be remiss in passing up this series.”

Lest We Forget: D-Day Cards are available in packages of 8 or in boxes of 24 packages through your local Royal Canadian Legion. Call (***Your Legion Phone Number Here***).

Media Contact: *Name of Contact Person at your Legion
Royal Canadian Legion Branch Number & Location*
E-mail: *Contact’s E-mail Address, Tel: Contact’s Phone Number*
Web: *Legion’s Website Address, if applicable*