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| |  | | --- | | **Keep your Branch informed** | |
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| |  | | --- | | Forward this email to your Branch Executives, Committee Members and other members to keep them up-to-date on important updates and information. | | All Branch emails are also available on the [Member Services Website](https://elink.clickdimensions._LnaV37gW-Z5Q) | |
| |  | | --- | | **In this edition – November 2022** | |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [Thank you to all our Branches](https://mail.google.com/mail/u/0/#m_-3733956474640215777__new) | | **>** | [Looking back on the Remembrance Period](https://mail.google.com/mail/u/0/#m_-3733956474640215777__one) | | **>** | [Renewal reminders and special offer](https://mail.google.com/mail/u/0/#m_-3733956474640215777__two) | | | |      |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **>** | [New member benefit partner: PEARL](https://mail.google.com/mail/u/0/#m_-3733956474640215777__three) | | **>** | [New Digital Membership Card available](https://mail.google.com/mail/u/0/#m_-3733956474640215777__four) | | **>** | [Special offer from Legion Magazine](https://mail.google.com/mail/u/0/#m_-3733956474640215777__partnerpromos) | | | | | |
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| |  | | --- | | **Thank you for all that you do** | | Every November, Legion Branches and members across Canada come together to support a common and crucial cause: the Poppy Campaign. We want to express our sincere gratitude to all involved for their work and commitment over this period of Remembrance. Whether you’ve helped organize a local Remembrance Day ceremony, distributed Poppies, or gathered donations in your neighbourhoods, your dedication has made a difference in the lives of Canada’s Veterans. Thank you. | |
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| |  | | --- | | **Looking back on the Remembrance period** | | With so much going on during the Remembrance period, it can be difficult to keep up. Here are some events and articles you may have missed:   * [First Poppy presented to Canada’s Governor General](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjkiLCJ1biI6Il9uZXciLCJ1IjoiaHR0cHM6Ly9sZWdpb24uY2EvbmV3cy9hcnRpY2xlcy8yMDIyLzEwLzI1L2ZpcnN0LXBvcHB5LTIwMjItcHJlc2VudGVkLXRvLWNhbmFkYS1zLWdvdmVybm9yLWdlbmVyYWw_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/OftnDnGfIHYyYZW4T7n2KQ) * [The Royal Canadian Legion launches 2022 National Poppy Campaign](https://elink.clickdimensions._TRfdQ) * [You’ve Never Seen a Poppy Do This Before](https://elink.clickdimensions._ZLegheHfgzQ3YA) * [The Royal Canadian Legion announces 2022–2023 National Silver Cross Mother](https://elink.clickdimensions._wsTrbbnSob22S3fWKn4ug) * [The Dieppe Flag – A journey home](https://elink.clickdimensions._WDHmAIX3RLLu-AWg) * [A Remembrance Day Flypast with Special Symbolism](https://elink.clickdimensions.-wOQ) * [The National Remembrance Day Ceremony recap](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE1IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly9sZWdpb24uY2EvbmV3cy9hcnRpY2xlcy8yMDIyLzExLzExL3RoZS1yb3lhbC1jYW5hZGlhbi1sZWdpb24taG9zdHMtY2FuYWRhLXMtMjAyMi1uYXRpb25hbC1yZW1lbWJyYW5jZS1kYXktY2VyZW1vbnk_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/8KW0_OldcnkmHUuA7m9GDg) * [Watch the National Ceremony on The Royal Canadian Legion's Facebook page](https://elink.clickdimensions.) | |
| A picture containing text, person, hat  Description automatically generated |
| |  | | --- | | **Renewal reminders and special offer** | | 91,291 members have already renewed for 2023. You can encourage your Branch members to renew by:   * Placing the [Renewal poster](https://elink.clickdimensions._ba6GPthfYeg) in a prominent space in your Branch * Reaching out by email with this suggested [renewal reminder message](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjE4IiwidW4iOiIiLCJ1IjoiaHR0cDovL3BvcnRhbC5sZWdpb24uY2EvZG9jcy9kZWZhdWx0LXNvdXJjZS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL21lbWJlcnNoaXAvMzYxOV9sZWdpb25fcmVuZXdhbF9sZXR0ZXJfZW5fZWxlY3Ryb25pYy5wZGY_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/J51GpT0PA4XRR6-O5i_JWA) * Updating member profiles with emails on [this template](https://elink.clickdimensions._w) so members can be notified automatically when it’s time to renew * Encouraging your members to sign up for auto-renewal with [this poster](https://elink.clickdimensions._X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/hfBjgKeOar86YUSjlm8F2Q) | | Invite members to renew and prepay dues for 5 years to receive a FREE Poppy toque, scarf and pair of mittens. Members already pre-paid through 2023 or later are not eligible. Offer ends November 25th. | | [**Learn more  ‣**](https://elink.clickdimensions.-noIGNQ) | |
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| |  | | --- | | **Newest Member Benefit Partner: PEARL** | | Introducing PEARL, our newest Member Benefit Partner! With PEARL, Legion members can enjoy having an automotive consultant in their back pocket. PEARL benefits include repair consulting for any service as well as standardized repair pricing and a national tire-buying program that offers large savings. Registration is free and the annual cost is only $79 if you use the service. | | [**Learn more  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIyIiwidW4iOiJfdGhyZWUiLCJ1IjoiaHR0cHM6Ly9sZWdpb24uY2Evd2hvLXdlLWFyZS9hZmZpbGlhdGVkLW9yZ2FuaXNhdGlvbnMvbWVtYmVyLWJlbmVmaXQtcGFydG5lcnM_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/vMiVFSEwmVHrym1Cx07McA) | |
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| |  | | --- | | **Branch Membership Administration** | | ***Resources and tips to support your Membership Chair*** | |
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| |  | | --- | | **+ New Digital Membership Card now available!** | | Members can now choose a traditional plastic membership card or a new Digital Card. Learn about the Digital Card technical requirements, how to request a card, Branch notification and more! | | [**Get all the details  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjIzIiwidW4iOiJfZm91ciIsInUiOiJodHRwOi8vcG9ydGFsLmxlZ2lvbi5jYS9icmFuY2gtYW5kLWNvbW1hbmQtcmVzb3VyY2VzL2FsbC1icmFuY2gtZW1haWxzLzIwMjJfMTAtZGlnaXRhbC1tZW1iZXJzaGlwLWNhcmQ_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/wPBxQ3LBkb7AndptduGe8w) | |
| |  | | --- | | **+ Attract new members with these programs!** | | *Did you know? Legion membership is on pace for the most new and reinstated members we have had in over 20 years!* | | The following FREE offers are available to help attract new members:   * [Veterans Welcome Program](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI0IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvdmV0ZXJhbi13ZWxjb21lLXByb2dyYW0_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/wCRXXDJwBs5VJNV44w859A): 1-year free\* membership to both serving and retired CAF and RCMP members * [Veterans Family Welcome Program](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI1IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvdmV0ZXJhbi13ZWxjb21lLXByb2dyYW0_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/O65J97m90NqQpb17BS6ftQ): 1-year free\* membership to Veterans’ Family Members, including spouses, children 18+, and parents and or guardians * [MemberPerks®](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjI2IiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/JyAfgCFY2_RBPS13eQ4t6g): Free to all members in good standing. Over 30,000 Legion members have registered and saved over $600,000 at thousands of stores and restaurants across Canada   ***\* Free Membership Offers only available for first-time Legion members.*** | |
| |  | | --- | | **Get access to Marketing and PR resources** | |
| |  | | --- | | **Promote membership with free Branch resources** | | Order FREE recruitment and retention resources through the Legion Supply Department to help promote membership at your Branch. | | [**Check out our flyer  ‣**](https://elink.clickdimensions._YG34XY-MJ0ln2agLVHnMA) | |
| |  | | --- | | alt_text | | **PR Tip of the Month** | | **Share Poppy Campaign results** | | When Canadians donate to the yearly Poppy Campaign, they do so to support Canada’s Veterans. Show them through stories, during interviews, and in member communications exactly how their Poppy Trust Fund dollars are being used to help Veterans and their families. | | Have questions or need advice? Contact your [Command Public Relations Officer](https://elink.clickdimensions.) or Nujma Bond, Dominion Command Communications at [nbond@legion.ca](mailto:nbond@legion.ca) | |
| |  | | --- | | **Your Legion calendar** | | November 30th marks the 150th anniversary of the birth of John McCrae. McCrae’s renowned 1915 poem, In Flanders Fields, and its sentiments will forever live on through the Remembrance Poppy. | | [**Learn more about the Poppy  ‣**](https://elink.clickdimensions.-seQ9I3Mnwzw) | | Check out the Legion’s national calendar of important dates your Branch can promote or organize activities for. | | [**Download the 2022 calendar  ‣**](https://elink.clickdimensions.-w) | |
| |  | | --- | | alt_text | | **MemberPerks®: Exclusive offers and preferred pricing through Venngo** | | MemberPerks® is more than a member benefit package. It’s also a tool Branches can use to promote membership. Plus, you can partner with local businesses in your community to offer exclusive discounts for your members. | | [**Learn more  ‣**](https://elink.clickdimensions.com/c/7/eyJhaSI6Mjg4MzI5MjMsImUiOiJlbGxlbndvbGZtYWNsZW9kQGdtYWlsLmNvbSIsInJpIjoiYWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyIsInJxIjoiMDItYjIyMzIwLTMxNGY2MmJhZGY5ZTQzNTFiMzkxY2E1OWU2Yzc1OGZmIiwicGgiOm51bGwsIm0iOmZhbHNlLCJ1aSI6IjMxIiwidW4iOiIiLCJ1IjoiaHR0cHM6Ly93d3cubGVnaW9uLmNhL2pvaW4tdXMvbWVtYmVycGVya3M_X2NsZGVlPUJpb05ucGgyZ3UtTGg4Rl9YdEQ5M3d0cVQtbXZBTHBVcnA0eEV5Rkp2a0ZyZ0VUdWNkcjMxR0VDc2tpTWpuNF8mcmVjaXBpZW50aWQ9YWNjb3VudC00NDEyZWFjYTE0NGJlNjExODBkMmMyMjQxMjUzNzQwOC1kZmI1OWQ5ZWZiMzg0MTE0OTUxOGViNTFjYjQ0YTQwMyZlc2lkPTU5ZDE4ZmY3LTFiNjUtZWQxMS04MTRlLTAwNTA1NmEyZTc2ZCJ9/lOYs5kkvAHiu-sPHX_sa5Q) | |
| |  | | --- | | **Partner promotions** | | The following is brought to you by our partners, highlighting special offers and other information. | |
| |  | | --- | | **Special offer from *Legion Magazine*** | |
| [Diagram  Description automatically generated](https://elink.clickdimensions._E0FA5UQ) |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  | | --- | | **If you have any questions, please contact Member Services and we will be pleased to assist. 1-855-330-3344 or**[**membership@legion.ca**](mailto:membership@legion.ca)  Office Hours: Monday - Friday, 8:30 a.m. - 4:30 p.m. EST | |  | | Working together to serve Canada’s Veterans. | |      |  |  | | --- | --- | | |  | | --- | | A picture containing text, clipart  Description automatically generated | | | |

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| Click |