



## News release

For immediate release

### **The Vimy Foundation receives funding from Veterans Affairs Canada for a new digital project**

30 March 2021 – Montréal, Qc – The Vimy Foundation

Veterans Affairs Canada announced, on March 30<sup>th</sup>, funding of \$400,000 over three years for the Vimy Foundation’s new digital initiative, ‘Vimy: A Living Memorial’, developed in partnership with several national partners, including The National Film Board, which is fully part of the creative process. The project will be launched in April 2022, coinciding with the 105<sup>th</sup> Anniversary of the Battle of Vimy Ridge.

The Battle of Vimy Ridge represents a significant milestone in the Canadian history.

#### **The Vimy national historical site, its history and its legacy are going digital!**

*Vimy: A Living Memorial* is a bilingual and innovative project that uses digital media storytelling and platforms to bring the Vimy national historic site in France to all Canadians; online, onsite and to a worldwide audience.

Whether a person is on-site, or on their sofa, they will experience, learn about, and share our collective history. Both home and onsite experiences will draw upon a common set of stories, characters and events to create a new narrative for the legacy of the First World War that resonates with our realities. With this powerful tool, The Vimy Foundation and its partners are once more showing their commitment to ensuring that Canadians, particularly youth, continue to remember the sacrifices and achievements made by their countrymen and women during the First World War.

#### **Quotes**

“The Vimy Foundation is thrilled to be partnering with Veterans Affairs Canada, amongst others, in developing an app and a digital experience that will allow all Canadians to virtually visit the Canadian National Vimy Memorial. The Battle of Vimy Ridge represents a vital building block in the Canadian identity, and accordingly it is imperative that Canadians visit the site either in person or virtually.”

*Christopher Sweeney, Chair, Board of Directors, The Vimy Foundation*

“The Battle of Vimy Ridge – at an awful cost of more than 10,000 Canadians killed or wounded – remains one of the most important moments in our long military history. If you’ve had the chance to visit the National Vimy Memorial, you’ll always remember the deep sense of connection you feel at one of our most sacred national sites. As the years continue to pass, I’m grateful that the Vimy Foundation is continuing to find new ways to share the stories of the brave Canadians who fought and gave their lives at Vimy Ridge.”

*The Honourable Lawrence MacAulay, Minister of Veterans Affairs and Associate Minister of National Defence*

“The NFB is honoured to be partnering with the Vimy Foundation on *Vimy: A Living Memorial*. This innovative and powerful project will help Canadians of all ages to gain a deeper understanding and appreciation of the sacrifices of Canadians at Vimy and throughout the First World War. It’s also the latest link in the NFB’s enduring commitment to expand Canadians’ perspective on how events and conflicts past and present shape us as individuals and as a nation. For more than 80 years, the NFB has been there to document key moments in the life of our country, and I’m proud that we can do so at this key milestone.”

*Claude Joli-Coeur, Government Film Commissioner and NFB Chairperson*

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