



October 28th, 2005

Brandon Salutes Banners flying proudly throughout the City

In keeping with priorities contained within the Brandon Salutes public relations strategy, Brandon Salutes has completed the first step of its signage campaign, with the placement of 26 Brandon Salutes banners throughout the community.

Overwhelming support from local businesses and organizations through banner sponsorship allowed Brandon Salutes to expand the banner program and create a greater visual impact in the City. The banners provided local businesses an opportunity to recognize the significant contributions military members and their families make to our community while gaining long term public exposure for their businesses through logo and name recognition on the Brandon Salutes banners. "As a Brandon based business I felt it was necessary to honor the efforts of the military in Shilo and thank them for the economic role they play in strengthening our community." stated Derek Radics, General Manager of Radics Chrysler Jeep.

A very small number of banners are still available. Additional information is available by contacting the Economic Development Office at 729-2132 or econdev@brandon.ca

The Brandon Salutes banners are one piece of the committee's public awareness and recognition plan, developed to raise the awareness of Brandon Salutes as an organization, increase civilian and military participation in its activities and honour and recognize the military presence in our community. The banners are intended to act as a reminder of the relationship that exists between the military and civilian communities, and serve as an impetus to develop greater pride and partnership between the two.

Brandon Salutes exists to foster unity of the military and civilian communities in the Brandon area based upon a mutual respect of their unique contributions toward a strong and proud partnership.

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Lori Dangerfield
Chairperson, Brandon Salutes
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