



July 14, 2006

Brandon Salutes Unveils Billboard Sign at 1st Street & Veteran's Way – July 17th

In keeping with priorities contained within the Brandon Salutes public relations strategy, Brandon Salutes has completed the second step of its signage campaign, with the unveiling of a billboard sign on the corner of Veteran's Way and 1st Street.

The Ribbon Cutting Ceremony will take place on Monday, July 17th at 9:30 am on location. Representatives from the four partnering organizations will be present to officially cut the ribbon. (City of Brandon, RM of Cornwallis, Brandon Chamber of Commerce and CFB Shilo) Everyone is welcome to attend.

The sign, which displays the Brandon Salutes logo and the message "Proud supporters of our military community", will remind viewers of the important connection between the civilian and military communities in Brandon and area. The sign also features a changeable section, which will be used to communicate special messaging to community members. This success is a result of community partnerships including; a grant from the Brandon and Area Community Foundation, contributions from each of the Brandon Salutes partner organizations, a provincial government land use donation for the sign location and Brandon Salutes fundraising initiatives.

The Brandon Salutes Sign is 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 sign is 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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George Haggerty
Chairperson, Brandon Salutes
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