



FOR IMMEDIATE RELEASE

April 27, 2006

Canadian Landmine Foundation Announces Peacekeepers Day Yard Sale

If billionaires get to write off Cayman Island retreats why shouldn't you get to write off that old toaster? Host a yard or garage sale to honour our peacekeepers. Clear out the basement, clear landmines and get a tax receipt.

To honour the 50th Anniversary of modern day peacekeeping in Canada, the Canadian Landmine Foundation (CLMF) will be launching the **Peacekeepers Day Yard Sale** campaign on the long weekend weekend, May 19th – 22nd. This creative campaign, which culminates on Peacekeepers Day, August 9th, encourages Canadians from coast-to-coast-to-coast to hold yard sales to salute Canada's leadership role in peacekeeping. All participants can register their yard sale through the CLMF website at www.clmf.org, and receive a tax receipt upon donation of their proceeds.

For several years, CLMF has been working in partnership with Canadian Association of Veterans in United Nations Peacekeeping (CAVUNP), to promote the observation of August 9th as Peacekeepers Day.

The proceeds from the **Peacekeepers Day Yard Sales** will support mine action projects in honour of peacekeepers. Since the inception of the Canadian Landmine Foundation in 1999, and the beginning of their partnership with Adopt-A-Minefield (AAM) in 2000, Canadians have funded over \$2,700,000 in mine action projects around the world. More than 1,000,000 square metres have been cleared, hundreds of victims have been assisted and many awareness projects have been undertaken. Every step we take moves us closer to a world safe from landmines - www.clmf.org/Projects.cfm.



The CLMF will be saluting peacekeepers through three specific mine action projects. The first will honour Major-General Alain Forand through a landmine clearance in Afghanistan. Major-General Forand earned the Meritorious Service Cross for his work in Croatia, where in 1995 he guaranteed the safety of 1,200 Serbs who sought protection. www.clmf.org/peacekeepers_default.cfm

"I am honoured to be involved in promoting Peacekeepers Day and pleased that as a result of Canadian donations, an area of Afghanistan will be cleared of landmines," says Major-General (ret) Alain Forand.

The second area will honour Quebec Municipal Police Officer Cst. Louis Gignac, a policing Peacekeeper, through the implementation of a mine detection dog-training program in Bosnia and Herzegovina. Cst. Gignac was awarded the Star of Courage in Sept 2001 for his role in protecting civilians from an ethnically charged mob in Kosovo in 1999. The nomination of Cst. Gignac was made through the RCMP International Peacekeeping Branch which, since 1989, has managed the deployment of over 2000 Canadian police officers to various missions around the world. - www.clmf.org/peacekeepers_default.cfm

"I am pleased to represent the thousands of policing peacekeepers that have served internationally," exclaims Gignac. "Canadian police officers have a long and proud history in international peacekeeping"

Thirdly, CLMF will fund a survivor assistance project in Cambodia in recognition of the sacrifice of peacekeepers families.

"The thing I hear consistently from peacekeepers is that they are troubled about the impact their long absences have on their families," explains Canadian Landmine Foundation President and CEO, Scott Fairweather. "They want Canadians to appreciate what their families have to go through."

The **Peacekeepers Day Yard Sale** campaign will culminate on Peacekeepers Day, August 9th, when Canadians observe the history of Canada's peacekeeping and those who have served in the pursuit of



peace. August 9th was the date in 1974 when nine Canadian Peacekeepers were killed when their Buffalo aircraft was shot down over Syria. Peacekeeper's Day also recognises the countless Canadians who have served, or are serving, in peacekeeping and peacemaking operations around the world.

- Launch weekend, May 19th – 22nd
From coast-to-coast-to-coast
Canadians will sell, sell, sell yard sale items to celebrate our history with peacekeeping and in doing so will salute our peacekeeping veterans and the role Canadians have played in the pursuit of Peace in our world.
- Launch Event - Saturday, May 20th
Harbourfront Jubilee Theatre, Summerside, PE
Hosted by Senator Elizabeth Hubley, this event will launch the **Peacekeepers Day** activities, and will include energizing performances by Lady Slipper Step Dancers of Kensington and the Somerset Steppers of Kinkora and Emerald.
- Peacekeepers Day Weekend, August 4th – 6th
In recognition of Peacekeepers Day, the Canadian Landmine Foundation is encouraging religious services to deliver messages of peace, peacekeeping and peacemaking. A series of prayers and meditations assembled by the International Committee of the Peace Council is posted on the Foundation's website at www.clmf.org/English%20Prayers%20and%20Mediations.pdf

To register your **Peacekeepers Day Yard Sale**, or to explore other ways to get involved in the peacekeepers campaign, please visit www.CLMF.org.

"We need action not only to end the fighting but to make peace happen... My own government would be glad to recommend Canadian participation in such a United Nations force, a truly international peace and police force." Lester B. Pearson (November 2, 1956)



About Canadian Landmine Foundation

The Canadian Landmine Foundation is a managing partner in the global Adopt-A-Minefield campaign for landmine action with partners in Canada, the United States, the United Kingdom and Sweden. A registered Canadian charity, the Foundation offers the unique guarantee that 100% of Campaign donations will be used to fund mine action projects. Operating costs of the Foundation are provided by benefactors, general donations, and monthly donors. The Foundation was created at the request of then Foreign Affairs Minister Lloyd Axworthy following the ratification of the Ottawa Treaty banning the production, use and trade of anti-personnel landmines. Mr. Axworthy now sits on the Foundation's Board of Directors.

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