Memorandum To: School Board Directors of Education  

From: George Zegarac  
Deputy Minister of Education  
Chisanga Puta-Chekwe  
Deputy Minister of Citizenship, Immigration and International Trade  

Date: November 4, 2014  

Subject: Remembrance Day 2014 Television Ad  

Each year on November 11, we as a society honour the courage, commitment and sacrifice of veterans from the World Wars through to modern day conflicts and peacekeeping missions around the world.  

2014 marks 100 years since the start of WWI, and 75 years since the start of WWII. To commemorate these significant milestones, the province has developed an outreach campaign to remind Ontarians about the importance of Remembrance Day, and encourage them to attend a ceremony in their community.  

The campaign includes a new 60-second television commercial now airing on stations across the province. The TV spot seeks to remind viewers that, for our servicemen and women, each military operation is made up of millions of unique, intimate, and personal moments.
We are pleased to offer the TV ad for Remembrance Day assemblies in schools this year. It is suitable for all ages and would be a valuable and educational addition to those commemorations.

We hope that you will view the TV spot available at www.ontario.ca/remember, share it with the schools in your board, and encourage them to consider making it part of their tribute to Ontario’s veterans.

Thank you in advance for your support.

Sincerely,

George Zegarac
Deputy Minister of Education

Chisanga Puta-Chekwe
Deputy Minister of Citizenship, Immigration and International Trade