

# LEST WE FORGET:

## REMEMBRANCE DAY RESOURCE



A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.

This Remembrance Day, join us in reflecting on where Canada stands today and where we've come from as a nation. We encourage you to pause alongside us on November 11 to honour those who suffered and sacrificed for our country.



### History of Remembrance Day

Delve into the history of November 11, including why it started and how Canada and the world observe this important day.

[Read more](#)



### Poignant Poppies

Poppies are widely recognized as the iconic symbol of Remembrance Day. Discover the history behind our special edition Canadian 25-cent coin.

[Read more](#)



### Honour Through Flags

Lowering our flags on Remembrance Day is an enduring tradition signifying respect, mourning, and solidarity; however, this year's flag-raising and flag-lowering protocols are unique in Canadian history.

[Read more](#)



### Royal Recognition

Did you know Winnipeg is home to the Royal Aviation Museum of Western Canada, officially opened by Queen Elizabeth II in 1984? Early 2022 will see the grand opening of the museum's new location. Mark the date!

[Read more](#)

**Q4 SALES FUNNEL COOLING OFF LIKE THE WEATHER?**  
 Launch a digital marketing campaign to heat your leads up. [LEARN MORE](#)

### Other Insights We've Come Across

- [Guide to posting about sensitive topics on social media.](#)
- [Remembrance Day media kit from the Government of Canada.](#)
- [Delving into the history of advertising around November 11.](#)

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