



Media Release

PAL Airlines Announces a Collaborative Initiative to Commemorate the 100th Anniversary of the Battle of Beaumont-Hamel

For Immediate Release

June 15, 2016

St. John's, NL – Today PAL Airlines announced that it will adorn its fleet with the Forget-me-not to commemorate the 100th anniversary of the Battle of Beaumont-Hamel. For the month of July, all PAL Airlines' aircraft will display an image of the Forget-me-not flower near the passenger door entrance.

PAL Airlines has also partnered with the Newfoundland and Labrador Provincial Command of The Royal Canadian Legion to offer complimentary in-province flights to war veterans who would like to travel to St. John's to attend special July 1 Memorial Day ceremonies and Beaumont-Hamel commemorative activities taking place at [The Rooms](#). PAL's Senior Advisor, General Rick Hillier (Ret'd), made the exciting announcement along with Provincial Command representatives, President, Frank Sullivan; Executive Director, Paul Hillier; and 1st Vice President, Berkley Lawrence.

"The sacrifice of so many of Newfoundland and Labrador's sons on 1 July, 1916 at Beaumont-Hamel remains a defining moment for all of us in this great province. As part of our remembrance and appreciation, I am honoured to announce this partnership between PAL Airlines and The Newfoundland and Labrador Provincial Command of the Royal Canadian Legion," said General Rick Hillier (Ret'd).

"The Royal Canadian Legion applauds PAL Airlines generous initiative to bring veterans together on one of our most sacred days of remembrance. With the support of businesses like PAL Airlines, the centenary of one of the darkest days in our history shall never be forgotten," noted Frank Sullivan, President of Provincial Command.

"We are delighted about this partnership and excited for the opportunity to serve our provincial heroes for this important day," said Calvin Ash, Chief Operating Officer, PAL Airlines. "PAL Airlines, like all Newfoundlanders and Labradorians, must remember and honour," added Ash.

Following the First World War, the Great War Veteran's Association of Newfoundland asked the people of Newfoundland and Labrador to adopt the Forget-me-not on July 1, as an enduring symbol of the sacrifice made by those who served. On this, the 100th anniversary of the advance of the Newfoundland Regiment near Beaumont-Hamel, it is imperative that we take time to reflect on the sacrifices, past and present, of brave Newfoundlanders and Labradorians.

About PAL Airlines

PAL Airlines is a regional airline based in St. John's, Newfoundland and Labrador, serving 20 destinations throughout Eastern Canada. They have over 40 years' experience in the aviation industry providing quality service to an array of clients and customers. Their solid reputation has been built on safety, reliability and exceptional customer service. Each PAL Airlines ticket comes complete with 2 free checked bags, complimentary meals, snacks, beverages, hot towels, magazines and so much more! Most recently PAL Airlines were the recipients of the 2015, 2013 and 2012 Bombardier on time performance award for Q 100, 200 and 300 operators in all of North America.



Visit PAL Airlines online at the following addresses:

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About Newfoundland and Labrador Provincial Command

The Great War Veterans' Association of Newfoundland (GWVA) was founded in 1918 to assist returned soldiers and sailors and to remember the sacrifices of our fallen heroes. In 1949 the GWVA joined the Royal Canadian Legion when Newfoundland joined Canada. Today the Royal Canadian Legion in Newfoundland has more than 4000 members serving the needs of the Veteran community.

Visit the Royal Canadian Legion Newfoundland and Labrador Provincial Command at the following addresses:

www.legionnl.ca

www.facebook.com/NLRCL

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