

MEDIA RELEASE

**PAL Airlines Announces Poppy Campaign Initiative in Support of  
The Royal Canadian Legion Newfoundland and Labrador Provincial Command**

FOR IMMEDIATE RELEASE

November 1, 2017

**St. John's, NL** – PAL Airlines is honoured to announce a new initiative that will aim to raise awareness and funds in support of the Royal Canadian Legion Newfoundland and Labrador Provincial Command and the National Poppy Campaign. From October 27<sup>th</sup> to November 11<sup>th</sup> PAL Airlines will undertake two special activities to bring attention to, and help support, the Poppy Campaign and Legion NL.

**PAL Airlines to Display Official Poppy Symbol on Tail of Aircraft**

From October 27<sup>th</sup> – November 11<sup>th</sup> a PAL Airlines Dash 8 aircraft will proudly showcase the official Legion Poppy on the tail. This aircraft will operate extensively throughout the entire PAL Airlines route network in Newfoundland and Labrador as well as throughout markets in Quebec.



**PAL Airlines to Place Poppy Pins and Donation Containers at PAL Airlines Counters in NL**

For the duration of the initiative, PAL Airlines will have Poppy pins available for a donation at 8 of their Newfoundland and Labrador airport counters. The airline invites all passengers to proudly wear a pin and donate to help support a very meaningful cause.

“In June of 2016 we were proud to partner with the Royal Canadian Legion Newfoundland and Labrador Provincial Command to help support and recognize the Beaumont-Hamel commemorative anniversary. Now in 2017, we are delighted to be able to support them once again to remember all the brave women and men who have sacrificed so much for our Province and Country” said Calvin Ash, Chief Operating Officer with PAL Airlines. “At PAL Airlines we are highly focused on community involvement and supporting organizations that do great work within our communities” added Ash.

“Remembering those who served, and serve, our great nation in the Armed Forces, and their families, is both an obligation for us at PAL but our privilege and pleasure also” said PAL Senior Advisor, General Rick Hillier (Ret’d).

“We are once again very appreciative of the support and respect everyone at PAL has shown the Royal Canadian Legion Newfoundland and Labrador Provincial Command. They have proven to be a true community ambassador and everyone at The Royal Canadian Legion thanks them very much for their efforts” noted Berkley Lawrence, President of Provincial Command.

PAL Airlines encourages all to support the National Poppy Campaign in any way they are able and to take a moment on November 11<sup>th</sup> to remember those who have given so much.

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### **About PAL Airlines**

PAL Airlines prides itself on actively contributing to the betterment of our communities. Each year our dedicated employees engage in extensive community sustainability initiatives focused on giving back – it’s not a mandate but rather an extension of their core values. It is this unwavering approach to community involvement that has earned them consistent recognition and multiple awards throughout our markets. Most recently, PAL Airlines was recognized for its commitment to charitable work and awarded with the Community Impact Award for 2016 by the St. John’s Board of Trade. Our employees’ passion and our valued clients’ expectations are the driving force behind our community involvement.

### **Visit PAL Airlines online at the following addresses:**

[www.palairlines.ca](http://www.palairlines.ca)

[www.facebook.com/PALairlines](http://www.facebook.com/PALairlines)

[www.twitter.com/PALairlines](http://www.twitter.com/PALairlines)

### **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](http://www.legionnl.ca)

[www.facebook.com/NLRCL](https://www.facebook.com/NLRCL)

[www.twitter.com/LegionNLCA](https://www.twitter.com/LegionNLCA)

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