



Branch Media Kit outline: Centenary Pre-launch/ November 25

Top centenary pre-launch messages:

- The Legion is about to celebrate its 100th anniversary in 2026! We are proud to share our Branch’s centenary branding.
- Our Branch has been a beacon of help and a community hub for almost 100 years, and we will hold anniversary events throughout 2026.
- The Legion is partnering with Ford Dealers of Canada **including in our community** *(if you have one)* to offer our members a chance to win a Centenary sweepstakes Grand Prize of a Ford F-150 STX *(add other great local prizes if you plan a local contest for example)*.
- The Legion has created great centenary branded items and some of them are now available through the Legion’s online store and through our branch *(if you decide to carry some)*.

Tools:

Targets	Action	Vehicles/ promotion tools
Media/General public	Media outreach Public outreach Promote branded products <ul style="list-style-type: none"> • Centenary 2026 calendar • 100th anniversary pin • Centenary puzzle • Centenary blue pen • Centenary ballcaps • Centenary Poppy seeds • Centenary mug 	Media release template: aligns with national release Branch’s Legion 100 logo already shared Branch social media post examples Consider: Branch ads, Branch or command newsletters
Legion members and volunteers	Direct communications Promote Centenary medal for members	Incorporate pre-launch messages into normal branch communications methods