



2026 NATIONAL INTEGRATED SPECIAL REPORT –
DIGITAL AND NEWSPAPER

THE ROYAL CANADIAN LEGION: 100 YEARS OF SERVICE

Honouring a Century of Remembrance and Community Support

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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For 100 years, The Royal Canadian Legion has stood as a pillar of support for veterans, military families, and communities across Canada. Founded in the aftermath of the First World War, the Legion has championed remembrance, provided essential services to those who served, and fostered connections that unite Canadians coast to coast. As it marks its centennial year, this special feature will celebrate the Legion's legacy, showcase its evolving role, and highlight its enduring impact on Canadian society.

Proposed topic highlights:

- A Century of Remembrance:** Reflecting on the Legion's role in honouring veterans and preserving Canada's military history.
- Supporting Veterans and Families:** How the Legion provides critical programs and services to improve the lives of veterans and their loved ones.
- Community Connections:** The Legion's commitment to local communities through volunteerism, programs, and events that bring Canadians together.
- Evolving to Meet Modern Needs:** How the Legion continues to adapt and stay relevant for today's veterans and members.
- Youth and Education:** Engaging the next generation through education, leadership programs, and remembrance initiatives.
- Looking Ahead:** Exploring how the Legion will continue its mission and grow its impact into its second century.

GET INVOLVED TODAY. CONTACT:

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Print/Digital Weekly Readers – 5,286,000
Print Weekly Readers – 2,417,000 | Digital Weekly Readers – 3,636,000

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline	Material Deadline	Publishing Date
May 15	July 10	July 17