



News release

For immediate release

Vimy: A Living Memorial, coming in April 2022!

January 10th, 2022 - Montréal, Qc - The Vimy Foundation

With the financial support of the Carswell Family, The Vimy Foundation, Veterans Affairs Canada, the National Film Board, and their partners, will launch *Vimy: A Living Memorial* at the occasion of the 105th anniversary of the Battle of Vimy Ridge on April 9th, 2022. Through digital storytelling, this new project will bring Vimy to Canadians as well as the international public, while transforming the experience of commemoration. *Vimy: A Living Memorial* consists of two assets: *The Expedition: A Journey Into Commemoration* and *The Digital Pilgrimage*.

The Digital Pilgrimage is a multimedia experience created by the National Film Board (NFB) in partnership with La Boîte Interactive, mirari and The Vimy Foundation. Using 2.5D technology, this immersive project aims at exploring a more personal and intimate relationship with war.

Inspired by the symbols and universal values promoted by the Canadian National Vimy Memorial, *The Digital Pilgrimage* highlights testimonies of the experience of war from different perspectives. Using textual, audio and video content, *the Digital Pilgrimage* can be experienced anywhere.

The Expedition: A Journey Into Commemoration is an onsite geolocation app created by The Vimy Foundation, in collaboration with Veterans Affairs Canada and other national partners. The project aims to bring the rich historical context of the site to life through site-specific stories with artefacts, images and sound. This app, available in three languages, will help visitors to better grasp the history of the site, while walking in the footsteps of soldiers, nurses and artists who contributed to writing this chapter of Canadian history. By providing testimonies of the era, it also constitutes an innovative way to commemorate, outside of public ceremonies.

Whether a person is on-site, or on their sofa, users will experience, learn about, and share our collective history. Both *The Expedition* and *The Digital Pilgrimage* will draw upon a common set of stories, characters and events to create a new narrative for the legacy of the First World War that resonates with our realities.

Quotes

“As the years have passed, so has the living memory of the Battle of Vimy Ridge. Even still, we have a responsibility to keep those stories alive for generations to come. While not everyone will have the



chance to visit the Canadian National Vimy Memorial in France, the hardworking team at the Vimy Foundation have found a way to bring the memorial home to Canada. I'm grateful for the work they're doing, and I know it will help folks back here in Canada learn more about one of the defining moments in our military history.”

The Honourable Lawrence MacAulay, Minister of Veterans Affairs and Associate Minister of
National Defence

“For more than 80 years, the National Film Board of Canada has worked to chronicle our country’s role during wartime, on the frontlines and the home front. We’ve helped to ensure that the sacrifices of Canadians are documented and shared with new generations, while pioneering new advances in film technology. Today, we’re proud to stand with the Vimy Foundation and our partners to bring that dedication and creativity to bear once more with this powerful new work, transforming how Canadians experience and understand a pivotal moment in our history.”

Claude Joli-Coeur, Government Film Commissioner and NFB Chairperson

“We are incredibly grateful to all our partners who have contributed both financially and creatively to develop this one-of-a-kind experience. With innovative digital tools we aim to bring Vimy to the world, and our hope is that *Vimy: A Living Memorial* inspires all global citizens to learn, explore, and reflect. The stories encountered will provide a new form of remembrance – active commemoration. Once again, Vimy is on the world stage and we welcome everyone on the journey.”

Carolyn Patton, Vice Chair, Board of Directors, The Vimy Foundation.

About The Vimy Foundation

The Vimy Foundation is a leading voice on the First World War in Canada. The Foundation works to preserve and promote Canada’s ongoing legacy of leadership as symbolised by the First World War victory at Vimy Ridge in April 1917, a milestone where Canada came of age and was recognised on the world stage.

About the NFB

The National Film Board of Canada (NFB) is one of the world’s leading digital content hubs, creating groundbreaking [interactive](#) documentaries and animation, mobile content, installations and participatory experiences. NFB interactive productions and digital platforms have won over 100 awards, including 21 Webbys. To access this award-winning content and discover the work of NFB creators, visit [NFB.ca](#), download its [apps](#) for mobile devices or visit [NFB Pause](#).



For further information and photos, contact us at info@vimyfoundation.ca

The Vimy Foundation

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