



News release

For immediate release

Experience Vimy: A Living Memorial now!

April 9th, 2022 – Vimy, France - The Vimy Foundation

In a statement made yesterday at the Canadian National Vimy Memorial in France, The Vimy Foundation announced that *Vimy: A Living Memorial* is now available on desktop and mobile. Canadians and people from all around the World can download *The Expedition: A Journey Into Commemoration* and experience *The Digital Pilgrimage* through the project landing page, for free.

The Vimy Foundation, Veterans Affairs Canada, the National Film Board, the Canadian War Museum, the Carswell Family and their partners announced the launch of *Vimy: A Living Memorial* on the occasion of an official public screening at the Canadian National Vimy Memorial in France on April 8th, the night before the 105th anniversary of the Battle of Vimy Ridge. Through digital storytelling, this new project brings Vimy to Canadians as well as the international public, while transforming the experience of commemoration.

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. This virtual space of remembrance explores the common links that unite us in our relationship with war and conflict.

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, including the Canadian War Museum, whose expertise, stories and collections were widely used, and Canada Post. “The project aims to bring the rich historical context of the site to life through site-specific stories with artefacts, images and sound”, says Caitlin Bailey, Executive Director of the Vimy Foundation.

Both experiences can be accessed through the [Vimy: A Living Memorial landing page](#). *The Expedition* can be downloaded on mobile through Google Play Store and Apple App store.

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* 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

“More than 100 years ago, hundreds of thousands of men and women from Canada and Newfoundland came to the defence of Europe, and more than 66,000 never made it back. It is our duty to ensure the sacrifices of those men and women are never forgotten. The Vimy Foundation goes to extraordinary lengths to ensure future generations will have a deeper understanding of the significance of the First World War. And for that, I say “Thank you.””



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

“At the official unveiling of the Vimy National Memorial in 1936, King Edward VIII declared that Vimy was a battle that the “world would long remember and that Canada must never forget”. To help ensure we never forget, the Vimy Foundation is thrilled to launch *Vimy: A Living Memorial*, which not only commemorates Canada’s role in the First World War, but also adopts a wider approach using testimonies from the 21st Century. The project provides reflection on lessons we can’t afford to ignore and current events remind us all of the ongoing relevance of the Vimy battle and the sacrifices that were made to achieve peace.”

- Christopher Sweeney, Chair, The Vimy Foundation.

“Each testimony selected for this project represents one of the countless facets of the human experience of war. By keeping alive the memory of the conflicts that have shaped us, we are paying a moral debt to future generations, because our present is also their past. In its own way, this project enriches the collective heritage and I hope that visitors will contribute by sharing their own testimonies with us.”

- Denis McCready, producer, The National Film Board.

“As we commemorate the 105th anniversary of the Battle of Vimy Ridge, the Canadian War Museum is proud to have contributed such rich stories and images from our collections to this digital experience. The Canadian National Vimy Memorial honours the grit and determination of Canadian troops. It is important that these stories are shared with as many people as possible for remembrance and commemoration.”

- Dr. Dean Oliver, Acting Director General, Canadian War Museum

“The official launch of *Vimy: A Living Memorial* offers all of us a powerful new way to remember the sacrifices of Canadians, during a pivotal moment in our history. For more than 80 years, the National Film Board of Canada has worked to chronicle our country’s role during wartime. On the 105th anniversary of the Battle of Vimy Ridge, we’re proud to stand with the Vimy Foundation to provide Canadians with a new way to engage with the National Vimy Memorial, via powerful and innovative digital storytelling.”

- Claude Joli-Coeur, Government Film Commissioner and NFB Chairperson

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](#).

About Veterans Affairs Canada

Through the [Commemorative Partnership Program](#), Veterans Affairs Canada supports projects that are designed to honour the contributions and sacrifice of those who have served.

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

The Vimy Foundation

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