



FOR IMMEDIATE RELEASE

November 2, 2018

Highway Of Heroes Tree Campaign Continues to Grow in Whitby

TORONTO, ON - Today, the **Highway of Heroes Tree Campaign** planted 300 trees at Intrepid Park in Whitby with the help of uniformed officers from the Canadian Armed Forces and local volunteers. The tree planting took place at the former site of Camp X, the legendary secret paramilitary training installation for covert agents during the second world war.

“As we approach Remembrance Week, there is no more fitting time for us to be planting trees to honour the service and sacrifice of the brave Canadians that have fought for our freedom,” says Mark Cullen, Canada’s gardening guru, Chair and co-founder of the **Highway of Heroes Tree Campaign**. “To be able to do this at a site with such remarkable connections to the military history of our country is a rare opportunity. We’re incredibly grateful for our sponsors and supporters that have made this possible.”

Mark Cullen opened the tree planting ceremony to recognize **Frank Cowan Company**, **Aeroplan** and **Avis** and the **Town of Whitby** for their amazing support. It also featured remarks from Larry Ryan, President of **Frank Cowan Company**, Leslie Lorette, Regional Manager, Global Partnerships & Travel, from **Avis** and local dignitaries, including MP Celina Caesar-Chavannes, MPP Lorne Coe, Mayor of Whitby Don Mitchell and Durham Regional Chair Elect, John Henry. Attendees were invited to tour the grounds after the ceremony and learn more about the historic Camp X.

“We are only a few days away from marking the 100th anniversary of the end of World War One. As proud Canadians who are humbled by the sacrifices made by others to ensure our freedom, we are grateful to be here today to honour Canada’s fallen heroes,” said Larry Ryan, President, Frank Cowan Company. “Our hope is that the trees we plant today serve as a legacy in their memory.”

“We are proud to once again partner with Avis to support the Highway of Heroes Tribute Project,” said Jennifer Jones, Vice President, Travel, Retail and Strategic Development, Aeroplan. “We had many employees come out today to help plant trees and earlier this year, we asked Aeroplan Members to join us in supporting this worthy cause and they came through. Thanks to member donations and matching by both Aeroplan and Avis, we have raised over 1.4 million miles that will be used to bring our fallen heroes’ loved ones to events such as this honouring them.”

Three years after the first trees were planted in connection to the **Highway of Heroes Tree Campaign**, Canadians continue to show support for the project and the goal to plant a tree for each of the 2 million Canadians who served our country in times of conflict. 117,000 of these trees will be for each Canadian who has fallen in war since the confederation. These trees are being planted along and near the Highway of Heroes, also known as Highway 401, between Trenton and Toronto.

Photos of the event are available [here](#).

(Photo Credit: Mike Schram / Highway of Heroes Tree Campaign)

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Media Contact:

Laura Steen

Strut Entertainment

Cell: 416.300.9254

laura@strutentertainment.com

About Highway of Heroes Tree Campaign

When is a tree more than just a tree? The answer is when the tree is part of a memorial to honour Canada's fallen heroes. We are planting 2,000,000 trees between Trenton and Toronto, one tree for every Canadian that has served during times of conflict since Confederation and including the war of 1812. 117,000 of the most prominent trees will be planted along and near the stretch of the 401 known as the Highway of Heroes, one tree for every life lost while serving in the Canadian Armed Forces. This tribute offers an opportunity to tell the story of those that have served in the Armed Forces and remind travellers along the highway of the great debt we owe these courageous Canadians. It will also provide a myriad of environmental benefits for generations to come. The Highway of Heroes Tree Campaign is supported by the Government of Ontario, Mark's Choice, Landscape Ontario, TD Bank, Frank Cowan Company, Tree Canada, Every Tree Counts (a partnership between Toronto Parks and Trees Foundation and the City of Toronto), Rotary District 7070, Maple Leaves Forever, and the Garden Club of Toronto.

To learn more, visit www.hohtribute.ca.

About Frank Cowan Company

Frank Cowan Company is a Canadian leader in providing specialized insurance programs, including risk management and claims services for municipalities and public service, healthcare, education, community, children's and social service organizations across Canada. For additional information about Frank Cowan Company, visit www.frankcowan.com.