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## Coding for Veterans National Career Caravan – The Royal Canadian Legion

**Proposal:** Coding for Veterans would like to partner with the Royal Canadian Legion as the C4V Career Caravan travels across the country in the fall of 2021. (End of Sept until Nov. 11<sup>th</sup>)

**The Request:** For parking lots of Royal Canadian Legions to be made available to Coding for Veterans in the cities along the route in order to setup an outdoor tent and program promotion. The hours will be 10am until 3pm in various locations along the route.

**Background:** In the fall of 2020, Coding for Veterans established a promotional tour across Ontario and it was well received. The 2021 Caravan will mirror the success of the Ontario Caravan but on a national scale.

### C4V – ONTARIO CAREER CARAVAN 2020

From October 21-November 11, 2020, we set out on an Ontario-wide promotional tour to generate greater awareness and prompt sign-ups for our C4V program. We drove over 5,000 km, visiting prominent military bases and major cities.

#### Travelled over 5,000 km, visiting:

CFB Downsview  
CFB Borden  
CFB North Bay  
CFB Petawawa  
CFB Kingston  
CFB Trenton  
Hamilton  
London  
Kitchener  
Queen's Park  
Ottawa  
Parliament Hill  
University of Ottawa

• CTV & Global News embraced the story across their networks, including Winnipeg, Ottawa, Toronto, Barrie, North Bay, and beyond...

• Prominent news personalities & organizations Tweeted/Retweeted C4V's story to over **one million+** followers...

Secured **55** relevant high-profile media 'hits'.  
Achieved **13,176,500** impressions (MRP)



**Locations:** All towns with MFRCs or CFBs in Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Alberta and British Columbia. We will also visit major cities in these provinces.

### CAF TG

CAF TG: Canadian Armed Forces Transition Group  
CAF TU: Canadian Armed Forces Transition Unit  
TC: Transition Centre

VAC operates 38 Area Offices across the country and is working at 24 Transition Centres, on or near CAF bases, where VAC is generally co-located with CAF colleagues

