

2nd Annual MILITARY FAMILY APPRECIATION DAY

September 18th, 2020



Who?

Together We Stand Foundation (TWS) is a unique Canadian organization established to honour, show appreciation, and provide recognition for the tremendously important, but often forgotten, **families** of the Canadian Armed Forces.

What?

Working closely with Members of Parliament from every Federal political party, TWS established a nationally recognized day to honour Canadian military families. The third Friday in September is now known as Military Family Appreciation Day (MFAD) across the country. This year, due to COVID restrictions, TWS is encouraging Canadians to pay tribute to military families online by participating in a digital campaign giving thanks.

“Military families are the Canadian Armed Forces’ centre of gravity.”

- Lieutenant General (Ret'd) Alain J. Parent, CMM, CD.

Why?

The goal of MFAD is to raise awareness of the challenges, to recognize the resiliency and to thank military families for their sacrifices, as they support their loved ones serving in the Canadian Armed Forces (regular and reserve force).



There is an evident connection between a steady home front and the unimpeded ability of the Canadian Armed Forces members to focus on their important missions. Simply put, their #HomeForts are the place of safety and security that military members return to when their work to protect the safety and security of Canada is done.

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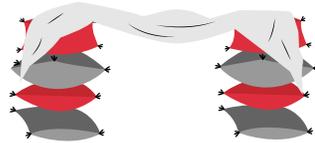
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Their families take on all of the responsibilities of keeping these havens ready for their return. They cover everything at home willingly and without expectation of acknowledgment. They are just as much a part of the journey as the active member, but they do not wear the uniform. Our military families deserve our thanks and appreciation for shouldering these tasks alone while their military family members protect all Canadians.

To participate, we are asking Canadians to build their own unique forts (ie. with pillows or books, in an office, under a table) with their families or colleagues to honour those who maintain life at their #HomeFort while their person is away. Using the hashtag **#HomeFortChallenge** post your video or photo to social media between **September 1-18, 2020** making sure to challenge family and friends to do the same.

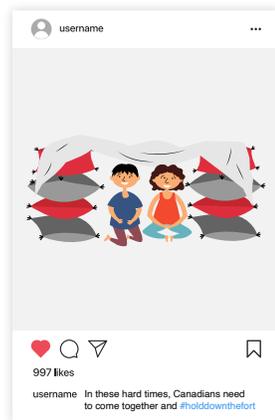
STEP 1 Build Your Fort



Use whatever materials you have in your home or office. Be creative and get others involved. The key is to have fun!

STEP 3 Post to Social

Share your photo or video on social media **between September 1-18, 2020** using the hashtag **#HomeFortChallenge** and challenge 2 or 3 others to do the same!



I'm building a fort to thank military families for keeping their home bases running smoothly while their loved ones are protecting our country! I challenge (tag other accounts) to build a fort. Let's show our military families how much they are appreciated for what they do for Canada.

Learn more about Military Family Appreciation Day here: twsfoundation.ca/operations

#HomeFortChallenge

STEP 2 Take Video/Photo



Document your fort! Take a photo or video in landscape mode (phone held sideways) using a flash or in a well-lit room.

STEP 4 Send to Together We Stand



Once your video is finished please send it to TWS via one of the following methods, in addition to posting it to your own social media campaigns using the hashtag **#HomeFortChallenge**.

Submission options:

1. Upload to our website at: twsfoundation.ca/HomeFortChallenge
2. Or by text to: **416-457-9114**
3. Or via WeTransfer by: [clicking this link](#)