

## Introduction from Mr. Benoit SZATKOWSKI

President of the "Canada Year - Givenchy 2017" not-for profit organization.

To commemorate the 100<sup>th</sup> anniversary of the Battle of Vimy Ridge, April 9, 1917, a historic landmark victory for Canada as a Nation, our organization has decided to spearhead, throughout 2017, many events, activities, and celebrations culminating on 8 April 2017.

Our entire village, throughout 2017, will therefore "live all things Canadian."

Our organization will take great care to ensure that each and every resident of Givenchy en Gohelle actively participates and contributes to the success of all projects.

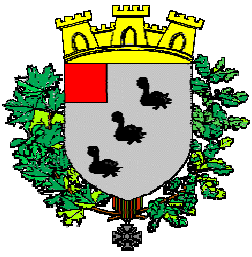
All Givenchysois and Givenchysoises, will, in all modesty, be delighted and proud to honour and thank the many Canadians who come to visit, or watch us from home, for what their ancestors contributed to France during the First World War. Contacts have already been established with Canadian officials. Videoconferences are held on a regular basis; for example, on July 17 2016, our organization participated in a video conference held at the Canadian War Museum in Ottawa.

In 2017, all marks and tokens of friendship and respect towards Canadians and visitors to the Canadian National Vimy Memorial will be extended.

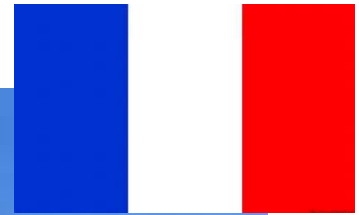
We want, throughout 2017, our Canadian friends to feel at home amongst us,

In the difficult world context which is ours, where the increase of sectarianism and violence is unfortunately a regular occurrence, our organization's sincere wish is to ensure that 2017 gives us the opportunity to share numerous moments and occasions of fraternity and friendship between all Givenchy and regional organizations, all Givenchy and surrounding municipalities' residents (adults and children alike) and all current and future partners, including, of course, our Canadian friends.

**B. Szatkowski.**

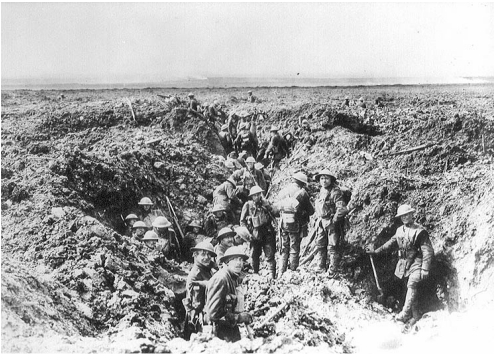


# HISTORICAL BACKGROUND OF THE BATTLE OF VIMY RIDGE AND ITS CONSEQUENCES FOR CANADA.



# CANADA YEAR...

## GIVENCHY 2017.



Location of the Canadian National Vimy Memorial, the Vimy Ridge in 1917.

Because peace and freedom are the most precious things...

Because we must not forget that our Canadian brothers  
came and shed their blood in our land, to preserve peace and freedom...



In 2017, the Givenchysoises and Givenchysois, will pay tribute  
to the brave Canadian soldiers who liberated our village in April 1917.



# The Battle of Vimy Ridge,

## 9-12 April 1917.

### The birth of a Nation...

Even today, for Canadians, the Battle of Vimy Ridge is considered to be a defining moment for Canada, the time when the country left British supervision to achieve greatness on its own.

The Battle of Vimy Ridge symbolizes for Canadians, the joint effort of all Canadian units who, together, fought for the first time towards victory.

For Canadians, it is therefore the first national victory, and a symbol of national pride...

During the spring of 1917, Allied High Command gave Canadians the difficult mission to take Vimy Ridge and drive out the Germans entrenched there almost continuously since the beginning of the First World War.

The four Canadian divisions making up the assault forces, participating together for the first time in the attack, stormed the ridge on 9 April 1917 at 5:30.

More than 15,000 Canadian infantry started to attack German positions located on a strongly fortified ridge, seven kilometres long.

The ridge was considered an assured graveyard since previous French attacks had failed leaving more than 100,000 casualties.

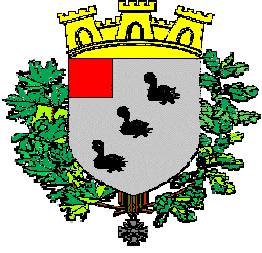
Hill 145, the highest and most important position on the ridge, today the location of the Canadian National Vimy Memorial, was captured after a frontal bayonet attack against machine-gun positions.

Three more days of fierce fighting ensured the final Canadian victory.

This victory, however, came at a high cost: 3,598 Canadians were killed and 7,000 injured.

Brigadier-general A - E Ross declared after the war:

" in those few minutes I witnessed the birth of a Nation."



## CULTURAL AGENDA

### June 2016 :

Creation of the "Canada Year - Givenchy 2017", June 13, 2016.

#### Launch of the project groups :

- Catering and Village Display Group
- Communication Group
- Village Flower Display Group
- Giant "Soldier John" Construction Group.
- History and Youth Group
- Sports Group
- Exhibition Group
- Canadian Billeting Accommodation Group
- Musical Animation Group

Groups including many volunteers from Givenchy en Gohelle and from members of  
of organizations in the vicinity.

### July 2016 :

Creation of a Facebook page dedicated to all 2017 events communication.

This page will be used to inform visitors about the organization's current developments.

(Ex : 2016 preparation stages and landmarks, announcement of 2017 forthcoming events, outcome and reviews).



## 2nd semester 2016 :

### Project group Progress.

### Organization's Membership

A not-for-profit organization was created in June 2016 to ensure the operational and financial management of all events taking place in 2017, in the Municipality of Givenchy en Gohelle, on the occasion of the 100<sup>th</sup> anniversary of the Battle of Vimy Ridge on April 9 1917 which defined Canada as a Nation.



The purpose is to encourage a maximum number of persons to become members of our organization and to collect maximum funds to partially finance all the events planned in 2017 by the Municipality of Givenchy en Gohelle (Membership cost: € 2).

### Design and Distribution of a Badge, with our organization's Logo

"Canada Year - Givenchy 2017".

This badge is a communication tool to bring awareness that 2017 will be a special year for Givenchy en Gohelle and our Canadian friends.

Many badges have already been sent to our contacts in Canada and we have learned they were worn by many Canadian Provincial Ministers.



## Design and Distribution of a Key Rings

A souvenir to mark the 100th anniversary of the battle of April 1917.

As for the badges, following the same idea,

the design and distribution of key rings

showing a poppy on a maple leaf, (two highly significant symbols),

drawing Givenchy inhabitants' attention and more particularly French and Canadian Officials' attention to events taking place in Givenchy en Gohelle throughout 2017, to commemorate the 100th anniversary of the Battle of Vimy Ridge, April 9, 1917.



## T-Shirt Distribution with the Organization's Logo

Following the same idea for badges and key rings, the sale of T-Shirt will allow purchasers to wear them during all events taking place throughout 2017 in Givenchy en Gohelle.

Givenchy schoolchildren will be given identical T-Shirts as part of the commemorative event "Ascent to the Canadian and Moroccan Monuments."

## Sales of bottles of champagne with the organization's logo "Canada Year - Givenchy 2017."



We want participants to the different 2017 Givenchy en Gohelle (including many Canadians travelling on the occasion of the international ceremonies of April 9 2017 in commemoration of the 100th anniversary of the battle of Vimy Ridge), to purchase special Canada Year - Givenchy 2017 bottles of Champagne. Proceeds from the sales will contribute to help the organization to fund special events in 2017.

Sale of beer bottles of beer with the organization's logo :

"Canada Year - Givenchy 2017."



For those involved in the different 2017 Givenchy en Gohelle events (including many Canadians travelling on the occasion of the international ceremonies of April 9 2017 in commemoration of the 100th anniversary of the battle of Vimy Ridge) who do not like Champagne or are on a budget, special Canada Year - Givenchy 2017 beer bottles will be available for purchase. Proceeds from the sales will contribute and help the organization association fund other events in 2017.

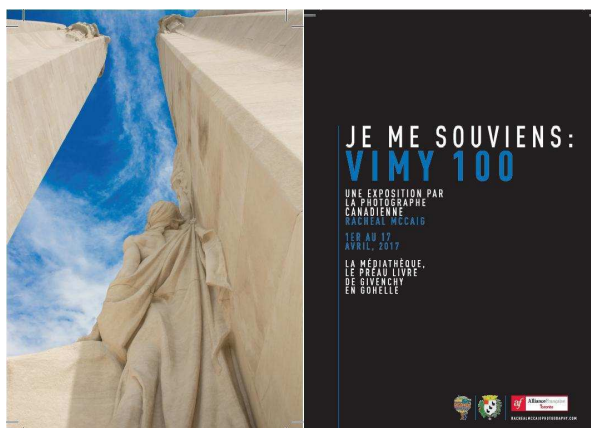
Partnership between our organization and the Brotherhood of the Givenchy Vineyard to create a label with the logo "Canada Year - Givenchy 2017" for the 2015 Givenchy white wine vintage.

Some bottles will be presented as a souvenir to the Canadian Officials who will attend our ceremonies.



Postcard 'I REMEMBER - VIMY 100'.

Design and marketing of a souvenir postcard linked to the photo exhibition of Canadian artist Racheal McCaig, to allow funding of events by our organization.





## Correspondence between Givenchy en Gohelle and Cape Breton (Canada) Schools September 2016 to December 2017.



With the participation of the the Odyssée de la Culture, following the trek it organizes between Chéticamp (Canada) and Givenchy en Gohelle (see fact sheet No. 23), in the footsteps of a Canadian Private born in Chéticamp who lost his life during the Battle of Vimy Ridge on April 9, 2017, we hope to be able to involve Givenchy en Gohelle and Cape Breton school children in the event and to create lasting bonds between children of the two regions.

### Weekend of our organization and launch of the Canada Year - Givenchy 2017:

- October 21, 2016: Belotte Contest.
- October 22, 2016: Food and Dance.
- October 23, 2016: Soft Ball Contest.

The organization Canada Year - Givenchy 2017 wants to organize a long weekend to benefit the residents of Givenchy en Gohelle and surrounding municipalities and to mark the creation of our organization with the official launch of the Canada Year - Givenchy 2017. Our objective is to draw attention on the coming events of the 100th anniversary of the Battle of Vimy Ridge, April 9, 2017, and to raise funds to help our organization to finance further events.

### Basic English course from September 2016 to March 2017



In anticipation of the celebrations of the Battle of Vimy Ridge on April 9, 1917, the Region, and Givenchy in particular will receive the visits of many English-speaking Canadians. With the help of "les Coquelicots," our organization wants to provide Givenchy en Gohelle's residents who are interested English lessons to learn basic English to facilitate communication with foreign visitors, particularly the residents who will provide free accommodation to Canadians. The lessons will be given by Ms. Bince, a Canadian married to a French Givenchy resident. This initiative will strengthen the friendly relationships between Canadians and Givenchysois.

## History lessons on the Battle of Vimy Ridge, Provided by a Historian Volunteer.

September 2016 to March 2017.

With the help of the "Les Coquelicots" we will organize for the residents who want it, history classes on the First World War in Artois, and more particularly on the 9 April 2017 Vimy Ridge Battle. Givenchysois will have the opportunity to expand their knowledge of the First World War in their region; some may even volunteer to become historical guides to the many Canadians and Britons visiting our region, and the Municipality of Givenchy en Gohelle in particular, during the 100th anniversary of the 1917 Battle of Vimy Ridge. These lessons will be free of charge and given in French and English, as part of "Remembrance Tourism" in association with the Givenchysois.



## Canadian Book Club. October 2016 to June 2017

We want to offer to the residents who want to participate "Canadian Book Club" sessions organized by the "Les Coquelicots." They are designed to be meetings where participants will have the opportunity to exchange comments on literary works related to the First World War.

## Construction of the "Soldier John" Giant. September 2016 to March 2017.

In Northern France folklore, the *GÉANT* is a giant figure representing a fictional or real person. Our organization wants to make a giant, in tribute to the Canadian Veterans who participated in the Battle of Vimy Ridge making the liberation of the Municipality of Givenchy possible on 9 April 1917. This giant, representing a Canadian soldier in a First World War uniform, will be called "Soldier John." Making the giant will be educational: Givenchy High School students, as part of the NAP, will participate in its construction.

They will be mentored all along the way by a professional giant maker and by many Givenchysois volunteers. Ultimately the giant will be part of parades (in Givenchy and outside Givenchy), on the occasion of any commemorative event related to the First World War and during celebrations organized by the Municipality.



## Contest "Givenchysois Have Talent." July 2016 to January 2017.

Using the Municipal Bulletin of June 2016, the Municipality internet site, and flyers, in September 2016, the residents of Givenchy en Gohelle are invited to enter the contest "Givenchysois Have Talent."

Participants are expected to contribute an artistic piece of work, (painting, sculpture, poem, etc.), on the theme of the First World War in Artois.



All entries will be exhibited at the Jules Goudsmett Recreation Hall, and the 3 best works will be rewarded during the Mayor's New Year's wishes ceremony on January 15, 2017.

## Mayor's New Years' wishes ceremony. January 15, 2016.

Canadian authorities will be invited, including the Canadian Ambassador. "Givenchysois Have Talent" awards will be given then.

## Children's Carnival.

### February 2017.

Capitalizing on the events that will take place from September 2016 to December 2017 between Givenchy and Cape Breton (Canada) schools, the Givenchy School children and their teachers, will work towards their annual Carnival event in February with Canada as a theme.



## Canada Conference.

### March 15, 2017.

Thanks to "Les Coquelicots," our organization wants to organize a free public conference on Canada, (its geography, Provinces, Cities, etc.), for the Givenchysois' and surrounding communities' benefit.

## Village Flag Display. From January to December 2017.

We would like to express Givenchy Municipality's and its residents' gratitude to Canada and more particularly to the Canadian Veterans who, during the First World War, crossed the Atlantic to defend our freedom, many of them at the cost of their lives. We will ensure that Givenchy residents display Canadian flags in their windows. We hope that many April 2017 visitors (French and foreign, including Canadians) coming on the occasion of the 100th anniversary of the Battle of Vimy Ridge in April 1917 will appreciate this token of gratitude from the municipality and its residents.

## Exhibition "I Remember: Vimy 100 ' from April 1 to April 17, 2017, Canadian Artist and Photographer, Racheal McCaig.

As part of the exchanges initiated with Canada many months ago, and in partnership with the Odyssée de la Culture, we have been in contact with a famous Canadian Photographer, Ms. Rachaël McCaig. She suggested we exhibit her work in our village, as part of the commemorations of the 100th anniversary of the Battle of Vimy Ridge. All her displayed work will be on the theme of "Monuments Erected in Remembrance of the First World War." Venue: Media Library.

\* Opening ceremony: April 1, 2017.

Quotes from grandchildren and great-grandchildren of Canadian Veterans who fought at Vimy Ridge in 1917 will be part of the exhibition.

## International Handball tournament.

April 1, 2017.

With teams from Canada, Morocco, Germany, and France.

Organized by the Givenchy Handball Club Association and our organization.



## Children's Ascent to the Canadian National Vimy Memorial.

April 7, 2017.

In the Parents' presence.

As part of the exchanges taking place from September 2016 to December 2017 between Givenchy and Cape Breton (Canada) schools and as part of the 100th anniversary of the Battle of Vimy Ridge (with the Givenchy en Gohelle school teachers' permission), we want to organize a symbolic march of all Givenchy school children and their parents, from the village centre to the Canadian National Vimy Memorial. On this occasion, children will wear a sweat-shirt with Canada's colours and display small French and Canadian flags. A souvenir photo, taken from a drone, from the steps of the Canadian National Vimy Memorial will be available. A stop in front of the Moroccan Division Monument of is also planned.





## Canadian Delegations Welcome ceremony :

April 7.

- Canadian Dignitaries,
- Ontario Rotary Clubs
- Canadian folk-music groups participating in April 8 2017 events. ...

## Accommodation Provided by Givenchy Residents.

From April 7 to 10 April 2017,

Free accommodation provided by Givenchy residents to Canadians actively participating in the celebration of the 100th anniversary of the Battle of Vimy Ridge.

## Temporary Shops: from April 7 to April 9 2017.

With the participation of "Les Coquelicots" and the Lens - Liévin Tourism Office.



## Accueil de la Marche « CHÉTICAMP – GIVENCHY EN GOHELLE »

Trek "CHÉTICAMP - GIVENCHY EN GOHELLE" Welcome Ceremony on 8 April 2017. The trek, organized by the "The Odyssée de La culture" begins in Chéticamp (Nova Scotia), hometown of Private John Arsenault who died during the Battle of Vimy Ridge on April 9, 1917, and ends in Givenchy in Gohellele on April 8 2017. During the trek last stage « Bouvigny-Boyeffles / Givenchy » buses will be

chartered by our association, from Givenchy to Bouvigny, in order for the Givenchysois to participate in the trek final stage. For the duration of the trek, two Sallaumines college classes will work in French and in English on the redaction of a trek logbook. The logbook will be published on the Internet and on Facebook and will allow readers to follow the trekkers' progress on all stages from Canada and France.





## Inauguration of « Soldier John » Giant. On April 8 2017.

This inauguration, of course, will take place on April 8 2017, upon the arrival of the "CHÉTICAMP / GIVENCHY" trek organized by the Odyssée de la Culture, and on the eve of the international ceremonies taking place at the Canadian National Vimy Memorial on the occasion of the 100th of the Battle of Vimy Ridge. A Canadian regiment and other Giants from the region will be part of the ceremony. A Givenchy en Gohelle students' choir will perform during the ceremony.

## Concert in the gardens "André Serrier", on April 8 2017.

Concert in the gardens "André Serrier", on April 8 2017. Concert given by Canadian and French groups.

## Village Party with Food.

On April 8 2017.

French and Canadian popular music, from a marquis, with Canadian and regional food. Givenchysois, Canadians, Canadian military personnel, French and Canadian Officials will participate to this convivial dancing event.



## Judo demonstration.

April 2017.

Judo demonstration provided by a Canadian coach, organized by the Givenchy US Judo Association and our organization.



## Concert in the Gardens 'André Serrier.

May 8, 2017.

As part of the ceremonies to mark the end of the Second World War, a concert will be given by a Canadian musical group.



## North American sports exhibition and demonstration. June 2017. (Date TBD).

With the assistance of the Artois Liévin sports department.

## School Party. On Saturday, June 24.

This school party will be organized in partnership with the 'Friends of Givenchy Schools' with Canada as a theme (With teachers' participation).

## Canada Day. July 1st.

Official ceremony and concert in the gardens 'André Serrier '. In the presence of Canadian high authorities in or visiting France (Ambassador, Ministers...)

## Bastille Day. July 14, 2017.

Village dance and fireworks with Canada as a theme  
In partnership with the Recreation Committee.



Philatelic exhibition with Canada as a theme.

Mid-September 2017. (Date TBD)

With the assistance of the Angres and Liévin philatelic societies. Venue: "Médiathèque « Le préau livre »



Airshow. In September 2017

Our association will partner with the Benifontaine airfield, on the occasion of their bi-annual airshow. The first-day event will be in the locality of Benifontaine; the second-day event will take place in Givenchy en Gohelle. Many modern and vintage aircrafts of all nationalities (including Canada), will fly over the Canadian National Vimy Memorial.

Organization's Weekend of and Launch Canada Year – Givenchy 2017:

- October 20, 2017: Belotte contest.
- October 21, 2017: Dance and Food.
- October 22, 2017: Soft Ball contest.

The organization Canada Year - Givenchy 2017 wants to organize a long weekend to benefit the inhabitants of Givenchy en Gohelle and surrounding municipalities and to mark the creation of our organization with the official launch of the Canada Year - Givenchy 2017. Our objective is to draw pattention on the coming events of the 100th anniversary of the Batlle of Vimy Ridge, April 9, 2017, and to raise funds to help our organization to organize further events.

First World War armistice. November 11, 2017.

Concert in the gardens 'André Serrier'.

As part of the ceremonies to mark the end of the First World War, a concert will be given by Canadian and French musicians.

## Conclusion of Canada Year 2017:

### January 2018.

Following the Mayor's New Year's wishes, gathering on the village commons next to the Community Hall for a group picture of all the Givenchy residents wearing their T-shirt "Canada Year – Givenchy 2017".

Release of pigeons and red and white balloons.



### Important, Please Note :

the projects described above are tentative. The can be modified during the coming months.