

# Transforming the highway into a living memorial




**We have a vision for  
the Highway of Heroes  
that provides a living  
legacy for every Canadian  
soldier that has fallen  
since confederation.**

**This tribute will also provide benefits  
that will live for generations, providing  
a myriad of environmental benefits  
and a much more memorable  
experience for all those who travel  
along North America's busiest corridor.**

**Visit [HOHtribute.ca](http://HOHtribute.ca)**





“ We are transforming this barren stretch of highway into a living, breathing memorial to honour Canada’s fallen Heroes. ”

## Remembrance

When a member of the Canadian Armed Forces falls in service to this country, their final journey is along a stretch of the 401 called the Highway of Heroes. This length of road is special and unique — ordinary Canadians lining the highway and bridge overpasses to pay their respects. This is why we chose this location to create a living tribute to those who have given the ultimate sacrifice to defend and shape our country.



## Environment

We are greening North America’s busiest transportation corridor, helping to mitigate the impacts of climate change, store carbon and renaturalize the native forest. The use of trees as a carbon sequestration method is very powerful — the trees become more effective as time passes. We can each make an immediate contribution today, and watch the legacy of our efforts literally grow over time.

## Community

This is a bi-partisan project. When different, very passionate groups come together in remembrance to help the environment, a true sense of community is created. And just as the transcontinental railroad and TransCanada Highway linked us together as a nation, The Highway of Heroes connects our hearts and our towns. Supporting the Living Tribute is a meaningful way to make a lasting impact within our local communities.





# Get Involved

## Donate

**100% of every dollar donated goes towards the purchase, planting and maintenance of trees!**

There is no administrative burden on donations! Further to this, we leverage existing partnerships with Landscape Ontario for in-kind support and work cooperatively with municipalities to leverage existing budgeted dollars — ensuring maximum impact for your valued contribution. Whether it's an in-memorial, or a planned gift, or your way of ensuring the long-term viability of the environment, please consider making a donation.

## Corporate Social Responsibility

An increasing number of companies recognize the value of charitable endeavours in the communities in which they live and do business. Let us help your organization reach your CSR goals by becoming a partner with the Living Tribute. This is an excellent way to engage your staff, customers and stakeholders in meaningful team building activities, outdoors, within your community.

## Fundraise

Are you a member of a group or organization that is passionate about fundraising for your local community? Whether it's a bake sale, concert, or a bingo night, consider the Highway of Heroes Living Tribute to be the beneficiary of your next event. Be sure to contact us so we can discuss ways that we can help your efforts, by supplying information and materials to support your event.

## Volunteer

We organize numerous tree-planting events focused in the spring and fall. As well, we arrange fundraising activities throughout the year where volunteers and individual support is needed. There are many ways people can get involved and help. Visit our website to sign up.

## Learn more

Stay connected and keep up to-date with our progress. Find us on Facebook and like the page, follow us on Twitter, and be sure to visit our website to sign up for our monthly e-newsletter.



**HOHtribute.ca**

“ We will plant 117,000 trees.  
One for each soldier who has died  
serving Canada, from CFB Trenton  
to Toronto, over five years. ”





Our partners in this living tribute



Your company logo should be here too