

# PRESS KIT

## HE LIVED WHERE YOU LIVE

A Commemorative Community Postcard Campaign



Remembering the Canadian sacrifice for freedom and democracy 80 years ago

**JUNO BEACH CENTRE**   
*Committed to memory and sustainable development*

[www.junobeach.org](http://www.junobeach.org)

@JunoBeachCentre



Anciens Combattants  
Canada

Veterans Affairs  
Canada



**YellowPages**<sup>™</sup>



# OVERVIEW



May 8, 2025 marks **80 years since the end of the Second World War in Europe**. To commemorate this important anniversary, the Juno Beach Centre Association – the charity that owns and operates Canada’s Second World War museum in Normandy, France – has sent unique postcards to 1,945 addresses in Canada to share the names and stories of the soldiers who once lived there.


Canadians played an important role in the road to victory. **Between July 1944 and May 1945, thousands of Canadians lost their lives.** This initiative hopes to connect everyday Canadians with the history of their home, letting them know someone enlisted from that address, and lost their life in the fight for a better world. This initiative was made possible by support from Veterans Affairs Canada’s Commemorative Partnership Program and Yellow Pages.

# DETAILS



## The front of the postcard features four images, from left to right:

1. Flight Officer John Kalen, 439 SQN RCAF, June 14, 1944 (he died July 18, 1944)
2. Lieutenant William P. Hayes, HMCS Iroquois Anti-Aircraft Officer, in anti-flash gear, April 1943
3. Unidentified soldier in webbing
4. Captain Bernard J. Finestone, served in Italy with British Columbia Dragoons and was wounded




**HE LIVED WHERE YOU LIVE**  
**IL A VÉCU OÙ VOUS VIVEZ**

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**After the Second World War erupted, Pilot Officer Clifford Norman Aune enlisted in the Canadian military from this address.**  
Tragically, Pilot Officer Aune was killed on 01/05/1945. At 20 years old, he was one of almost 45 000 Canadians whose lives were cut short in the fight for a better world.


To mark the 80th anniversary of the end of the Second World War in Europe, the Juno Beach Centre is sending postcards to addresses across the country where these young heroes once lived. It is our special way of preserving their story and honouring their bravery and sacrifice.





**Après le début de la Seconde Guerre mondiale, le sous-lieutenant d'aviation Clifford Norman Aune s'est enrôlé dans l'armée canadienne à partir de cette adresse.**  
Tragiquement, le sous-lieutenant d'aviation Aune a été tué le 01/05/1945. Âgé de 20 ans, il fait partie des près de 45 000 Canadiens qui ont donné leur vie pour créer un monde meilleur.

Pour marquer le 80e anniversaire de la fin de la Seconde Guerre mondiale en Europe, le Centre Juno Beach envoie des cartes postales aux adresses où ces jeunes héros ont vécu. C'est notre façon à nous de préserver leur histoire et d'honorer leur bravoure et leur sacrifice.

Current Resident  
Vancouver, BC







**@JunoBeachCentre**  
**#Juno2Victory**

Curious to know more? Learn how to research the life of Pilot Officer Aune

Curieux d'en savoir plus? Apprenez à faire des recherches sur le sous-lieutenant d'aviation Aune

[www.junobeach.org/postcard](http://www.junobeach.org/postcard)

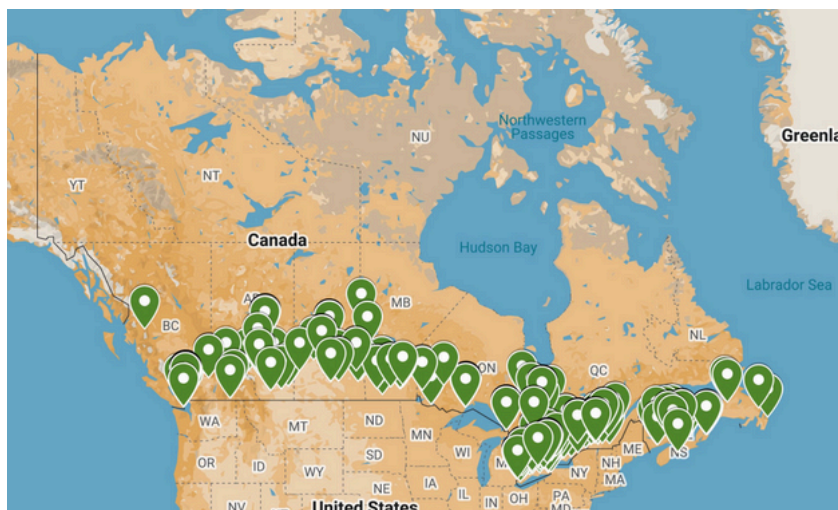


Here's an example of a postcard that was sent to an address in Vancouver. Pilot Officer Aune was only 20 years old when he died in a plane crash near Hanover, Germany.



# OUTREACH

Postcards were sent to addresses from across all 10 provinces, marking the geographic diversity of those who enlisted in Canada and Newfoundland.



An interactive map showcasing the locations of each postcard sent can be [found here](#).

“ These postcards create a personal connection between contemporary Canadians and the young heroes who perished to defeat Nazi Germany and restore freedom to millions. We have a responsibility to remember that everyone who participated had a unique personality, occupation, family, and home. These postcards remind us that their legacies can be traced back to our local communities even today. ”

- **Alex Fitzgerald-Black, Executive Director of the  
Juno Beach Centre Association**

[More Details](#)

[Press Release](#)

# PRACTICAL INFORMATION

A series of biographies have been researched based on names on select postcards that were mailed across the country. The biographies include details about the person's enlistment, life, family and circumstance of their death.

Biographies are from service personnel from:

- Vancouver, BC
- Edmonton, AB
- Winnipeg, MB
- Thunder Bay, ON
- Toronto, ON
- Hamilton, ON
- Montreal, QC
- Charlottetown, PE
- New Glasgow, NS
- Saint John's, NL

[Biographies](#)

**JUNO  
BEACH  
CENTRE**



The Juno Beach Centre was opened in 2003 as a commemorative site for all Canadians who contributed to Allied victory during the Second World War, and to transmit this memory to the future generations through educational efforts. More than twenty years and over a million visitors later, the Centre is considered a site of national historical importance for Canada. It is owned and operated by the Juno Beach Centre Association, a registered charity based in Burlington, Ontario, Canada. The Juno Beach Centre is the only Canadian Second World War museum in Europe. It showcases the Canadian military and civilian war effort throughout the Second World War and pays homage to the 45,000 servicemen and women that lost their lives over the course of the war. To learn more, please visit [www.junobeach.org](http://www.junobeach.org).

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