

## Press Release

### **Ingersoll Downtown BIA to Hold Official Dedication Ceremony of Original Memorial Honoring Veterans**

**Ingersoll, November 5, 2024** – The Ingersoll Downtown Business Improvement Area (BIA) is proud to announce the upcoming dedication ceremony for a unique memorial honouring veterans of **all races and cultural backgrounds**. This original memorial will be presented on November 11, 2024, during the town's, in conjunction with the Legion's, Remembrance Day Ceremony. Located at the corner of Oxford Street and King Street, near the cenotaph, the memorial stands as a lasting tribute to the sacrifices of those who have served.

The design reflects a message of unity and respect, prominently featuring the phrase "lest we forget" in both French and English, along with Indigenous languages. The Oneida phrase "all the people remember, thank you warriors," and the Anishnaabemowin (Ojibwe) phrase "all my relations remember, thank you warriors," acknowledges the contributions of Indigenous warriors, workers, and farmers. Indigenous Language Carriers from Atlohsa Family Services were consulted by ISAN Director, Patricia Marshal-DeSutter.

Brought to life by local artist, Deb Campbell, the artistic vision was collaboratively developed by co-artist, Patricia Marshal-DeSutter, the Legion and the Veteran's Crosswalk Committee. The design features two powerful symbols: a dove and an eagle, which face the text as if speaking the words aloud. The dove symbolizes peace, while the eagle represents love, courage, and strength, which in Indigenous traditions, embodies the memorial's core values.

Framing the memorial are the colors of the Four Directions of the Medicine Wheel—white, yellow, red, and black—representing the diverse races and communities that have served, or lost loved ones. These colors align with the four cardinal directions, ensuring the memorial is inclusive and honors all sacrifices made for freedom.

The Veteran's Crosswalk Committee, consisting of BIA Coordinator, Virginia Armstrong; BIA Board Members, Gordon Lesser and Adam Funnell; Ingersoll Legion President, Rob Mabee; ISAN- Indigenous Solidarity & Awareness Network Director, Artist, Patricia Marshal-DeSutter and Public Works Staff, Rich Fleming and Doug Witiuk, all played a vital role in the collaborative design and realization of this memorial.

“This memorial is a deeply thoughtful and original creation that reflects the diversity of those who have served and the values of unity and remembrance,” said BIA Coordinator, Virginia Armstrong. “We are excited to dedicate this tribute to our veteran’s, with the community, on Remembrance Day.”

**The dedication ceremony will take place on November 11, 2024, at 10:30 am in conjunction with Ingersoll’s Remembrance Day Ceremony. The Ingersoll Downtown BIA invites all community members to participate in this collective act of reflection and gratitude.**

For more information, or to schedule interviews, please contact:

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