

Media Advisory

June 30, 2011



10,000 lawns flagged every Canada Day

—*Community Canada Day tradition kept secret for first 15 years*

A group of volunteers rises at 4 a.m. every Canada Day in Leduc to place a Canada flag in the front yard of every home.

This unique-in-Canada tradition began in 1995. It has been a popular fixture in Leduc every Canada Day except 2010 when most of the volunteers were out-of-province on Canada Day. But Leduc's Canada Day tradition will resume again this year due to popular demand.

A local real estate company pays for the flags and supplies many of the volunteers but there is no corporate advertising with this Canada Day celebration. In fact, the real estate company and volunteers never even confirmed their identity for the first 15 years!

News media interested in this story can contact Jackie Truitt at Jackie@haidarealty.com or (780) 986-471 for more details.

A full list of public Canada Day events in Leduc is available at Leduc.ca (click the 'Canada Day' button).

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