

British Columbia News

B.C. launches Memorial Cross licence plates

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Vancouver - Starting today, a new commemorative licence plate is available in British Columbia for recipients of the Memorial Cross.

"Our troops sacrifice so much for Canada, and we are grateful for their service," said Transportation and Infrastructure Minister Todd Stone. "The Memorial Cross licence plate is a small way we can honour these brave service members, who have paid the ultimate price for our freedom."

In a special ceremony held at the Beatty Street Drill Hall in Vancouver, the first person to receive the B.C. Memorial Cross recipient licence plate was presented with his new plate.

"We are honoured to be able to present Ron McCully with the first Memorial Cross licence plate for the Province of B.C., which will honour the memory and the sacrifice of his beloved son Matthew who died serving our country," said Minister of Jobs, Tourism, and Skills Training and Minister Responsible for Labour Shirley Bond. "This commemorative plate is a symbol of our heartfelt gratitude for the men and women who serve on our behalf and the families who love them."

The Memorial Cross is a memento that was created in 1919 and is currently granted to the loved ones of Canadian Armed Forces personnel who have fallen in service, or whose death was attributed to their service. It is granted by the Government of Canada to up to three individuals that the military member had named, and is often referred to as the Silver Cross.

"In B.C. we have a longstanding and proud military history," said Minister of Natural Gas Development, Minister Responsible for Housing, and Military Liaison with the Canadian Armed Forces Rich Coleman. "With this new commemorative plate, we are honouring the soldiers who have died in service, fighting for our country. Their loved ones can have a keepsake plate for their vehicles or to display at home."

Memorial Cross plates are only available to official Memorial Cross recipients. Memorial Cross eligibility is determined by the Department of National Defence and Veterans Affairs Canada.

"The Canadian Armed Forces are delighted and humbled that the Government of British Columbia has decided to honour those who have died as a result of their military service to Canada and the sacrifice of their loved ones who were left behind in such a meaningful way," said Rear Admiral Art McDonald, Commander Maritime Forces Pacific. "This Memorial Cross licence plate will be a daily reminder of the sacrifices members of the Canadian Armed Forces and their families make for their country and I welcome this thoughtful initiative as we enter Remembrance Week."

Official Memorial Cross recipients may request a B.C. Memorial Cross licence plate by contacting ICBC headquarters at 604 982-6467 or they can visit the website: <http://www.icbc.com/vehicle-registration/licence-plates/Pages/memorial-cross-plates.aspx>

There is no fee for this special licence plate.

"We're proud to help recognize and honour the value of Canadian Armed Forces members by introducing the Memorial Cross recipient licence plate program in B.C.," said Mark Blucher, ICBC's president and CEO.

"This new licence plate is meaningful for my family, as this pays tribute to my son, Cpl. Matthew McCully," said Ron McCully, Memorial Cross recipient. "Thank you to the B.C. government and ICBC for developing and producing this new licence plate for those of us who have lost a loved one in the line of duty."

This licence plate has purple letters on a white background, with the Memorial Cross symbol on the left and the Canadian flag on the right. A front and rear plate will be issued, and must both be affixed to the vehicle.

There will also be an option of a 'keepsake plate' should a Memorial Cross recipient want to receive a plate, but not display it on their vehicle.

Besides B.C., Saskatchewan is the only other province in Canada that currently offers a Memorial Cross plate.

Learn More:

To apply for a Memorial Cross recipient licence plate, please contact ICBC at 604 982-6467 or visit: <http://www.icbc.com/vehicle-registration/licence-plates/Pages/memorial-cross-plates.aspx>

Media Contacts

Media Relations

Government Communications and Public Engagement
Ministry of Transportation and Infrastructure
250 356-8241