



THE JUNO BEACH CENTRE

The Canadian Museum on the D-Day Beaches

Juno Beach Centre: 15th anniversary

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CENTRE JUNO BEACH

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THE JUNO BEACH CENTRE, A PLACE OF REMEMBRANCE AND DISCOVERY OF CANADA

The Juno Beach Centre, which opened in Courseulles-sur-Mer on June 6, 2003 presents the war effort made by all Canadians, civilian and military alike, both at home and on the various fronts during the Second World War, as well as the manifold faces of contemporary Canadian society.

MUSEUM HISTORY AND FACTS

LEST WE FORGET...

The Normandy landings on June 6, 1944 were undoubtedly the most complex military operation ever orchestrated: more than 6,000 warships, transport vessels and landing craft carried the liberating land forces across the Channel, while thousands of aircraft supported this armada.

The 3rd Canadian Infantry Division and the 2nd Canadian Armoured Brigade assaulted the stretch of beach code-named Juno, capturing the coastal towns of Graye-sur-Mer, Courseulles-sur-Mer, Bernières-sur-Mer and part of Saint-Aubin-sur-Mer.

Courseulles was liberated by the 7th Canadian Infantry Brigade, consisting of the Regina Rifles, the Royal Winnipeg Rifles, and the Canadian Scottish regiments, supported by the First Hussars Tanks, the 12th and 13th Field Regiments and the Royal Canadian Engineers. By the evening of D-Day, the Canadians were firmly established some 12 kilometres inland.

On June 6, 1944, 14,000 of the 135,000 allies who landed or parachuted in Normandy were Canadians. After the United States and Great Britain, Canada contributed the largest number of troops to the D-Day invasion. Canadian casualties totalled 1,074 men, of whom 359 were killed. The 10-week campaign in Normandy resulted in over 18,000 Canadian casualties; of these, approximately 5,500 were killed. Most are buried in the two Canadian cemeteries at Bény-sur-Mer and Cintheaux.

During the Second World War many Canadian families were separated, sometimes for several years, living in permanent fear of never again seeing a husband, a father, a son or a brother. The country as a whole participated in the war effort, supplying troops with much-needed equipment and supplies. By the end of the war, over a million Canadians wore the uniform, making a decisive contribution to the allied forces.

When hostilities ended, the Canadian people welcomed thousands of people from the war-ravaged nations, thus allowing them to make a fresh start and take part in building a country welcoming all cultures.

PROJECT PROPONENTS AND FUNDING

Since there was no place commemorating this major contribution, the Juno Beach Centre project born in the 1990's on the initiative of a group of Canadian Second World War veterans, widows and children of veterans keen to perpetuate the memory of the wartime operations that were a credit to Canada and to boost awareness of the role that their country as a whole had played in the conflict. Garth Webb, a Canadian D-Day veteran, was at their head.

The Juno Beach Centre was established in Canada as a non-profit organization. A Board of Directors based in Burlington, Ontario operates the Association. Garth Webb was the President until he passed away on May 8, 2012. His successor is Don Cooper.

In France, the Centre's activities are run by the *Association Centre Juno Beach*, a non-profit association subject to taxation established in August 2001. Its President is John Clemes, representative in France of the *Juno Beach Centre Association*.

Funding

The overall budget of the Juno Beach Centre, including costs of construction, museum equipment and the opening ceremonies, was 10 million Canadian dollars, or 6,250,000 euros. The funds needed to finance the Centre were collected privately (mainly Canadians 1,800,000 €) and from the Canadian government (3 080 000€) and French government (1 372 041€).

A campaign to secure private funding

To finance the Centre, the Juno Beach Association has conducted a fundraising campaign across Canada in recent years, appealing to private citizens, veterans associations, institutions, schools and businesses. The Association has a program in which "bricks" may be purchased by individuals, families, schools, companies, etc. to pay tribute to a Canadian Second World War veteran. The veteran's name is then engraved on the "brick". This program is also open to all other donors and is still being conducted today. For 400 € (500 CAD) or more, the veteran or donor's name is inscribed on the "brick" which is mounted on one of the Juno Beach Centre's memorial kiosks.

Wal-Mart Canada was associated with the Juno Beach Centre Association for 10 years. A fundraising campaign was launched in 2000, with the support of multiple branches, by means of advertising brochures distributed to over eight million households. Wal-Mart's "Buy a Brick" campaign was the first activity of this national fundraising effort which sought to have customers donate a dollar to the Juno Beach Centre and thereby have their name placed on a "paper brick."

In addition, 200 branches of the Royal Canadian Legion (veterans association) and numerous Canadian schools have provided support to the Centre.

The support of the Canadian Government

On February 15, 2007, after 4 years of Juno Beach Centre operations, Canadian Prime Minister Stephen Harper paid tribute to Canada's Second World War veterans and announced a contribution of 5 million Canadian dollars to operate the Juno Beach Centre in Normandy, France through the next decade. This funding support was renewed in April 2017 with a pledge of 500,000 Canadian dollars per year until 2019.

Garth Webb, Founder and President of the Juno Beach Centre Association, M.S.C. (1918-2012)

Garth Webb, was a native of Midland, Ontario. He spent his youth in Calgary, Alberta and studied at Queen's University in the early years of the Second World War.

In 1942, Garth Webb joined the Royal Canadian Artillery serving in "C" Troop of The 14th Field Regiment. As a young lieutenant, he landed on Juno Beach on D-Day and with his unit fought his way across North Western Europe to Germany.

After the war, Garth returned to Queen's to complete his studies gaining a Bachelor's of Commerce in 1947. Work at the Bell Telephone Company followed. In 1953, Garth Webb set up business as a Real Estate Broker and Appraiser.

Garth Webb was 77 years old in 1995 when he initiated the project that led to the creation of the Juno Beach Centre which opened on June 6, 2003. He passed away in 2012.

SYMBOLIC ARCHITECTURE

Built on a 1.5-hectare lot generously made available by the community of Courseulles-sur-Mer, the Juno Beach Centre covers a total area of 1,430m² and is wheelchair accessible. A broad esplanade between the building and the sea is the site of commemorative ceremonies and other events.

Designed by the Canadian architect **Brian K. Chamberlain**, the Juno Beach Centre is intended "to establish a distinctly Canadian presence on the Normandy coast". It features a central pentagon shape surrounded by a series of multi-level, interlocking sections with sloping walls. The resulting building lines reflect the pentagon shape of the Order of Canada and the outline of the maple leaf, the national emblem.

The design takes into account the surrounding environment, the needs of the various visitors, the different functions of the Centre and the needs expressed by the team of museographers and designers.

The originality of the Centre's construction lies mainly in the inclines and elegant curves of its facades; the central pentagon features high ceilings with reinforced concrete shutters on a six degree slope. The outer walls are a mix of steel, wood and concrete, and the PVC roofing membrane has a structural support of laminated wood.

Finally, the Centre derives its unique look from an outer skin of titanium, a non-deteriorating substance which in reflecting the daylight helps the building to blend into its surroundings. The glass panels are on the same plane as the titanium cladding, so as to give the exterior surfaces a continuous appearance.

This major construction project required the contributions of 41 companies, 33 of them from Normandy.

ATTENDANCE FIGURES

	Number of visitors*
2003 (from the opening on June 7 th to December 31 st)	27,500
2004	53,500
2005	43,500
2006	46,600
2007	58,000
2008	53,000
2009	58,000
2010	59,000
2011	61,700
2012	65,700
2013	63,700
2014	92,500
2015	79,600
2016	72,700
2017	85,500

*Including participants to free events (presentations for children, concerts, ceremonies, conferences...)

In 2017, Canadian visitors represented on average 35% per year, French visitors 32%, British visitors 12% and Dutch visitors 6%.

CONTENTS OF THE JUNO BEACH CENTRE

A PLACE OF REMEMBRANCE AND DISCOVERY OF CANADA

The Juno Beach Centre provides visitors with a better understanding of the contribution that Canada made to the Second World War. At the same time, by showcasing today's Canada, the Centre allows visitors to learn more about Canadian values and culture.

A dynamic exhibition place

The **permanent exhibition** covers an area of more than 650m² (7,000 ft²) and tells the story of the Canadians who volunteered for military service or mobilized their energies, skills and resources at home, thereby contributing greatly to the war effort. It also presents the battles that took Canadian units from Sicily to Italy and from Normandy to the Netherlands. The Juno Beach Centre is not only a war museum. This is demonstrated first by the space given to personal accounts and real-life stories and, second and above all, by the presentation of the society that these combatants bequeathed to their children and that now forms Canada.

The permanent exhibition draws upon documents, photographs, audiovisual and audio accounts, multimedia, maps, artefacts and settings allowing specific atmospheres to be created. It alternates between areas of emotion, reflection, discovery and information, eliciting the visitor's participation. It presents reading levels suited to a variety of visitors. In particular, there is a **circuit for younger visitors** involving games, quizzes and interactive objects facilitated by two fictional characters, Peter and Madeleine.

Since June 2013, a new 12-minute film produced for the Juno Beach Centre is played in a newly designed cinema: ***They Walk with You – An Immersion into the Canadian Experience on D-Day and during the Battle of Normandy.***

The **website** to complement the museum is www.junobeach.org.

To complement the permanent exhibition, the rotating schedule of **temporary exhibitions** within a room of 150m² (1,600 ft²) makes it possible to regularly present one of many facets of contemporary Canada or to recall an important page in Canadian history.

Finally, a 130m² (1,400 ft²) **multipurpose room** can be used for presentations to school groups. It is also available for picnics, meetings and various activities and events organised all year round.

Cultural programming

The Centre is open 7 days a week from February 1st through to December 31st to meet tourist demand. In the off-season, local visitors continue to return to the Centre to participate in enriching cultural events and to visit the current temporary exhibition. The Juno Beach Centre has numerous assets to make it a dynamic place capable of renewing interest among international and local visitors:

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- **Temporary Exhibitions**

Temporary exhibitions are rented, designed in-house or otherwise co-produced to be presented in the 150m2 temporary exhibit room. Since 2003, 8 major temporary exhibits have been presented: "Siqiniq"; "1944, the Canadians in Normandy"; "Voices of the First Peoples of Canada"; "The Royal Canadian Air Force during the Second World War"; "The Canadians in Italy", "Allies: Canadians and British during the Second World War"; "Grandma, what was it like during the war?" and in 2017 "From Vimy to Juno: Remembering Canadians in France".

Numerous 2 dimension exhibits have also been presented in the museum lobby such as "There and Back..." for the 400th anniversary of the foundation of Québec City; "Veterans' Voices" for the 65th & 70th anniversaries of D-Day and the Battle of Normandy; "100th anniversary of the Canadian Navy and tribute to ATHABASKAN"; "The WREN's 70th Anniversary"; "A Reflection on the Past 10 Years of the Juno Beach Centre"; "Maple Leaves and Tulips: 70 years Then and Now" to commemorate the anniversary of the liberation of the Netherlands; "Royal Canadian Mounted Police: A Canadian Tradition", exhibits of sketches, photographs and in 2017: "Vimy: A Canadian Battle in France".

- **Cultural Programming** **NEW special 15th anniversary**



A program of cultural events animates the Juno Beach Centre all year round to attract as many visitors as possible: conferences and film presentations; concerts and shows; presentations or workshops for children on the theme of the temporary exhibits, history and Canadian culture including Christmas, Halloween and Canada Day. As 2018 is the 15th anniversary of the Juno Beach Centre, the museum is offering a celebratory programme: 15 years, 15 events. See the press release and programme.

- **Young Canadian Guides**

are responsible for welcoming visitors, giving Juno Beach tours, presenting exhibits and explaining their content in more depth. They help to make each visit a positive and educational experience for all visitors, as well as give the Juno Beach Centre its full flavour as a Canadian place in France.

CONTENTS OF THE EXHIBITION SPACES

The History of Canada during the Second World War ...

5 exhibition spaces and 2 films to present the war effort made by all Canadians, civilian and military alike, on the various fronts during the Second World War.

- *Courseulles, June 6, 1944* (4-minute film)
Visitors view images that might have crossed the mind of a Canadian soldier before landing on Juno Beach on D-Day.
- *Canada in the 1930s*
An overview of the country during the 1930s is presented.
- *Canada Goes to War: War Abroad, War at Home*
Visitors learn about the declaration of war, changes in life in Canada and the first battles involving land, air and naval forces.
- *Roads to Victory*
Visitors learn about the major Canadian campaigns up to the liberation of Europe.

- *Some Came Back, Others Did Not*
Accounts of Canadians who participated in the war effort are presented as well as a scrolling projection of the names of the 45,000 Canadians killed during the war.
- *They Walk with You* (12-minute film)
An Immersion into the Canadian Experience on D-Day and during the Battle of Normandy

... to present day

The various facets of contemporary Canadian society

1 exhibition space

- *Faces of Canada Today*
Presentation of a modern, dynamic country: Portraits of its culture, its uniqueness and the actions it is taking in the world.

TEMPORARY EXHIBITION

***From March 1st, 2017 until December 31, 2017 - Temporary exhibition room
"From Vimy to Juno : Remembering Canadians in France"***

Vimy & Juno. Two names, two world wars. Two great Canadian victories in France. In 1917, Canadians captured Vimy Ridge in the Pas de Calais region. 27 years later, in 1944, Canadians landed on Juno Beach in Normandy, and took part in the liberation of France.

Do Canadians remember? Have the French played a role in preserving these memories? Will they be forgotten?

The exhibition is embedded with a timeline that retraces the story of Canada's involvement on French soil in successive steps, going from the conflicts to their commemoration. This chronological approach allows a better understanding of the reasons for enlisting in the military, the mourning that families experienced, as well as how Canadians developed a culture of commemoration throughout the 20th century.

In 2018, centennial year of the end of the First World War, this exhibit is an invitation to remember and reflect upon the future as veterans are passing away.

Visit included in the museum rate. Visit of the temporary exhibition only: 3 €.

For families: "Puzzling Stories" Mobile App

In order to create a more interactive experience with the content in the exhibition, the Juno Beach Centre has developed a web application for families who visit the exhibition. The app consists of 12 interactive challenges to solve on a giant tactile tablet or on a smartphone. Visitors must then assemble the puzzle, which tells them the story of 3 Canadian families and 1 French family, from 1914 to the modern day.

This project has been selected by the call for projects « Services numériques innovants et tourisme de mémoire en France » organised by DGE Ministère de l'Économie et des Finances, DMPA Ministère de la Défense and Région Normandie. With the support of Crédit Agricole de Normandie.

An educational presentation in the temporary exhibition with a Juno Beach Centre guide is available for school groups (see page 9).

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NEW for 75th anniversary

**Temporary exhibition coming February 2019
Great Women During the War 1939-1945 (temporary title)**

An exhibition developed by the Canadian War Museum, in partnership with the Juno Beach Centre.

During the Second World War, women experienced anguish, fear, worry, mourning, as well as hope. They contributed to the war effort, worked, mobilized their energy and their skills to seize new opportunities, and successfully fulfilled new responsibilities, often receiving little recognition in return. They paved the way for profound social change.

This exhibition pays tribute to some of these women, Canadian and European, in recognition of their bravery and their humility.

Temporary exhibition Room. Visit included in the museum rate. Visit of the temporary exhibition only: 3 €.

THE EDUCATIONAL PROGRAM

SCHOOL GROUP ANIMATIONS 2018

School group presentations with a Canadian guide (as part of the visit of the museum)

Choice of 1 for 1,50 € extra – Daily, upon reservation

7 to 11 years old

“Puzzling Stories”

In the temporary exhibition “From Vimy to Juno: Remembering Canadians in France”, students are immersed in the experiences of four families (three Canadian and one French) during the First and Second world wars. The narration of their descendants Arlene, Kevin, Jonah, Laine and Alyssa leads young visitors through the exhibit. At the end of the activity, students assemble the puzzle pieces relative to the family history they followed and share what they learned with the other teams.

30 min. With a guide + 15 min. self-guided

From 11 years old

“Puzzling Stories” Mobile app

In the temporary exhibition “From Vimy to Juno: Remembering Canadians in France”, four teams resolve 12 interactive challenges. Equipped with tablets, the students follow Arlene, Kevin, Jonah, Laine and Alyssa, the descendants of three Canadian families and one French, in order to discover their history from 1914 to the present through the themes of the exhibition. At the end of the activity, the teams put together the pieces of the family puzzle on a digital giant screen, and share what they learned with the other teams.

45 min with a guide.

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THE JUNO QUIZ 2018

For young visitors aged 8 to 11 years, the Juno Beach Centre presents “Quizzes”, a tool to orient them through the youth circuit of the permanent exhibits. They discover a museum adapted to their level with historical content to which they can relate. They benefit from a navigation through the major themes, including discovery-drawers designed especially for them. The quiz takes into consideration the advice of teachers and has been tested on students. Inspired by quizzes used in major Canadian museums, it is also based on school curriculum and adapted to the exhibitions, thus allowing children to get the most out of their visit to the Juno Beach Centre.

Teachers may download and print the Juno Quiz from the Juno Beach Centre’s website (www.junobeach.org).

NEW for 15th anniversary

New youth circuit to discover as a family or as a class

"This is my first time here. I often don't like museums that deal with war but for once, I loved it!" Titi, age 14. Excerpt from the JBC's Visitor Book, November 2017

For the past 15 years, the Juno Beach Centre has resolutely focused on encouraging a younger generation to remember. An integrated youth circuit, designed for young people visiting with their families and with school groups, provides a human and historical approach to understanding the role that Canada played during the Second World War.

Beginning in February 2019, Peter and Madeleine, the two virtual characters that guide visitors aged 7 to 12 throughout the Juno Beach Centre, will be replaced by a redesigned and modernized circuit, offering a completely new experience for families. With new interactive modules, including a digital app on tactile screens, the museum will be further adapted to a young audience.

For primary and secondary school groups, two new digital apps will enable teachers and students to take part in a visit led by a Canadian guide, before concluding around a giant tactile tablet where they will discuss current topics related to Canada today.
Objective: A youth circuit and educational programs that provide young visitors with a rich and meaningful learning experience.

AROUND THE JUNO BEACH CENTRE

GUIDED VISITS OF JUNO PARK

WITH VISIT OF BUNKERS IN FRONT OF THE MUSEUM

With the construction of the Juno Beach Centre, the western coastal area of Courseulles-sur-Mer has been enhanced and given a place of significance by the town. "Juno Park" is an exceptional site by its geographic location, natural resources and historic character. With landscaping and the addition of information panels, visitors are able to discover the history of the area.

Since 2004, the Canadian guides at the Juno Beach Centre have conducted guided tours of Juno Park amongst the remains of the Atlantic Wall to recount the history of the D-Day Landings. This guided tour gives a local context specific to Courseulles and the Battle of Normandy and complements the visit of the museum which itself conveys the role of Canada throughout the entire Second World War.

With the creation of Juno Park in 2004, the bunker located in front of the Juno Beach Centre was uncovered and its access was cleared. Specifically, this bunker was a German observation post, part of the Atlantic Wall defence system. In 1944, it contained radio equipment that allowed its users to inform other bunkers to coordinate and defend the beach. A machine gun post was positioned on the top of the bunker as well as a steel dome to protect the "look-out" (removed in the late 1970s). It is an example of the German strategy to fortify the port of Courseulles.

2014 was marked by the opening of the underground Command Post of 6th company 736th infantry regiment of Hauptmann Grote who was in control of the German site in 1944, which was connected to the observation bunker by a tunnel.

This opening contributes to the **rehabilitation of a unique heritage site on the landing beaches** and **enriches the tourist experience through public tours** offered by the Juno Beach Centre. This heritage site includes original harbour defences and other remains which have been hidden underground.

This joint initiative by the Town of Courseulles-sur-Mer and the Juno Beach Centre received the label « 70th Anniversary of the Battle of Normandy » awarded by *Région Basse-Normandie*.

Canadian guides give guided tours of Juno Park in English or French

- From April 1st to October 30th, 7 days a week (and by reservation for groups outside of this period).
- 4 bilingual tours daily in April, May, June, September and October:
10 am - 2:30 pm in English
11:30 pm - 3:30 pm in French
- 10 guided tours daily in July and August
10:30 am - 11:30 am – 1:30 pm – 2:30 pm – 4:30 pm in English
11 am – 12 am – 3 pm – 4 pm – 5 pm in French

A MEMORIAL SCULPTURE: "REMEMBRANCE AND RENEWAL"

The Juno Beach Centre Association commissioned the memorial sculpture "Remembrance and Renewal", which is featured in the Centre's courtyard, from artist Colin Gibson from Flesherton, Ontario.

The sculpture features five military figures that wrap into a circular formation looking outward, into the distance. The massive figures undulate into one another, accentuating the unity and comradeship of those who served Canada at home and abroad.

The figures are posed to reflect different emotions, in keeping with their individual gestures. One figure depicts leadership, another vigour and alertness, while still another looks sombre and reflective. A fourth figure is stepping forward to assist a comrade.

Their chiselled features express determination and bravery. The broad shoulders symbolize the heavy weight of responsibility that each man had to bear during this struggle.

The figures and features are somewhat obscure, to convey the fact that much time has passed since the war, and that modern-day memories of it are fading away as the survivors go to rejoin their comrades in arms.

This memorial sculpture honours the sacrifices of all those who participated in the war effort, both in the field and in all operations in Canada and abroad, to help achieve final victory.

THE INUKSUK

The Inuksuk, symbol of survival for Canada's Inuit, is a guide which bears witness that humans have passed through a place. The Inuksuk situated in front of the Juno Beach Centre was erected and inaugurated during the Aboriginal Spiritual Journey, on October 30th, 2005 in remembrance of the brave First Nations, Métis and Inuit soldiers who served in Europe during the Second World War.

THE GUNS

The 25 Pounder Mark II Quick Firing Field Gun (25 Pdr) presented in front of the Juno Beach Centre remained in service in Canada until 1956. It arrived at the Juno Beach Centre to be inaugurated on June 6, 2010. It was the standard Field Gun for the Canadian Artillery in the Second World War, with its initial issue occurring in England in 1940. The guns were fitted with a muzzle brake in 1943. The unique platform allowed the gun an unprecedented 360 degrees of traverse. A self-propelled version mounted on a Ram tank was made in Canada and equipped all Commonwealth and Polish armoured divisions. Canadians used the 25 Pdr in action in Sicily, Italy and North West Europe 1943-45 and in Korea 1951-53.

Weight of the shell: 25 Pounds

Range: 13,400 yards.

Detachment: Gun and limber, Field Artillery Tractor and 6 Gunners

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The 40 mm BOFOR gun in front of the Juno Beach Centre was donated to the museum by the 4th Air Defence Regiment of Canada, by the initiative of Brigadier-General Beno. Installed in front of the Centre, near the 25 Pounder gun inaugurated on June 6, 2010, it sports the colours of the 32nd light anti-aircraft artillery battery of the 4th ARC. Arriving on June 4, 2011 from New Brunswick where it was restored, this Second World War gun was inaugurated by the representatives of the Canadian Artillery after the June 6, 2011 ceremony at the Juno Beach Centre.

Caliber: 40-mm (1.57 inches) Muzzle velocity: 850 m/s (2789 fs)

Range horizontal: 4 740 metres (5795 yards)

Effective vertical: 2 560 m (2800 yds)

Elevation: -5 à +90 Traverse : 360

Weight of complete equipment (travelling): 2 288 kg (2½ tons)

THE KIOSKS

The Memorial Bricks

The memorial bricks on the kiosks in front of the Juno Beach Centre have been purchased by donors to the Juno Beach Centre to recognize Canadians who served in the First and Second World Wars and in the Canadian Military in peace and other conflicts. Each kiosk can hold up to 755 bricks made of titanium and each brick represents a donation. The panels facing the English Channel are reserved to honour those who served. The bricks on the remaining panels are engraved as donor bricks.

This program will continue to honour those who served in the Military and is an ongoing fundraising effort in support of the Juno Beach Centre, the only Canadian Second World War museum on the D-Day Landing beaches.

Memorial Brick Program : www.junobeach.org

PRACTICAL INFORMATION

THE MAIN HALL

Two information stations are presented in the centre of the hall. One provides practical information to visitors such as the content and offerings of the museum, its youth circuit and the guided visits of Juno Park.

The other informs visitors of the history of the museum itself, created by veterans and their families who left their everlasting mark on the identity of this place. Tribute is paid to Garth Webb, founder of the museum and member of the Canadian units throughout the Second World War. From the D-Day Landing Beaches to Holland, Garth Webb participated through the years in all of the campaigns and embodies the Canadian troops that took part in the Liberation of Europe. To document this journey, a display case presents Garth Webb's personal effects (medals, uniform, photos...). A map recalls the European campaigns and the progression of the Canadian troops from D-Day to the end of the conflict.

Along the walls of the hall, removable structures will regularly be changed in order to present temporary exhibits in 2 dimensions.

THE BOUTIQUE

The boutique of the Juno Beach Centre offers a variety of souvenirs and Canadian and Norman specialities, as well as a large selection of books, DVDs, maps and other media on the history of the Second World War and Canadian culture.

The Juno Beach Centre's boutique is a full-fledged shop for visitors but also for locals who find original gift ideas from Canada, many of which are exclusive to the Juno Beach Centre. By request, regular shoppers may obtain a free loyalty card that permits a 10% discount on every 5th purchase.

THE JUNO BEACH CENTRE STAFF

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7 young Canadian guides for seasonal

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OPENING HOURS

- From April 1st to September 30th: 9:30am to 7:00pm
- From November 1st to February 28th: 10:00am to 5:00pm
- In October and March: 10:00am to 6:00pm
- Closed in January and December 25th

Duration of the JBC visit: minimum 1 hour.

Temporary exhibit: 1/2 hour

Juno Park: 45 minutes

RATES 2017

	Juno Beach Centre	Temporary Exhibition only	Juno Park	Juno Beach Centre + Juno Park	Educational activity
Full rate	7 €	3 €	5,50€	11 €	-
Reduced rate and adult groups*	5,50 €		4,50 €	9 €	1,50 €
School groups*	4 €		3,00 €	5,50 €	

* Minimum 20 people

Free entrance for veterans of the Second World War, widows of the Second World War, disabled war veterans and children under the age of 8 accompanied by an adult.

Family Pass

Family Pass (maximum 2 adults and 3 children 8 years old and older)

Juno Beach Centre: 21 €

Juno Beach Centre + Guided tour of Juno Park: 33 €

This represents an average saving of 25%.

Annual card

This nominative card which costs 18 € provides the following benefits for one year after purchase:

- Free access to visit the Juno Beach Centre and for the guided tours of Juno Park
- Reduced rates for accompanying visitors.