THE JUNO BEACH CENTRE
The Canadian Museum on the D-Day Beaches
MUSEUM HISTORY AND FACTS
Lest We Forget... Page 4
Project Proponents Page 4
Funding Page 6
Symbolic Architecture Page 7
Attendance Figures Page 8
Sustainable Development Page 9
CONTENTS OF THE JUNO BEACH CENTRE
A Place of Remembrance and Discovery of Canada Page 13
Contents of Exhibition Spaces Page 13
Temporary Exhibitions Page 16
THE EDUCATIONAL PROGRAM
Explore Juno, as a class or as a family Page 21
DIGITAL TOOLS
Explore Juno web App Page 21
Interactive map Page 22
Webb visit app Page 22
Digital Guest Book Page 23
AROUND THE JUNO BEACH CENTRE
Guided Visit of Juno Park Page 24
A Memorial Sculpture: “Remembrance and Renewal” Page 24
The Inuksuk – The guns Page 26
The Kiosks Page 27
PRACTICAL INFORMATION
The Main Hall Page 29
The Boutique Page 30
Staff Page 31
Opening Hours Page 32
Entrance Fees Page 33
Press contact Page 34
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.

1. © Canada. Dept. of National Defence / Library and Archives Canada / PA-132651 /  
3. Lieut. Gilbert A. Milne / DND / Library and Archives Canada / PA-131506 /
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.
Since there was no place commemorating this major contribution, the Juno Beach Centre project born in the 1990s 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.

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.
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 and some Canadian provinces (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, 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 commemorative bricks. 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 the 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.

**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

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of visitors</th>
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<tbody>
<tr>
<td>2003</td>
<td>27 500</td>
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<td>2004</td>
<td>53 500</td>
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</tr>
<tr>
<td>2019</td>
<td>115 400</td>
</tr>
<tr>
<td>2020</td>
<td>32 700 (Covid -19)</td>
</tr>
</tbody>
</table>

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

Since 2019, the Juno Beach Centre in Courseulles-sur-Mer is the first museum in Normandy engaged in an overarching strategy of decarbonizing and sustainable development.

Engagement

Situated on the channel coast, the Juno Beach Centre is also on the Seulles river and the harbour of Courseulles and is very affected by the consequences of global warming for its own future.

Fighting for environmental causes, in respect of the soldiers from 1944 and the peace that they left us as their legacy.

The museum is conscious of the necessity to take on a transition toward bringing more visitors to the site to ensure its perennity and the ways to obtain this objective.

In 2020, following the United Nations’ Sustainable Development Agenda 2030 and the engagement of France to contribute to the international plan (Paris Accord), the Juno Beach Centre has calculated its greenhouse gas balance and is committed to reducing its carbon footprint by 5% yearly until 2050.

This calculation has become the corner stone of the general sustainable development plan of the JBC which also includes environmental and social commitments. The JBC obtained the support of scientists like Jean Jouzel, French climatologist.
The durable approach

The sustainable development plan of the museum takes the form of 4 major orientations to engage the museum and create a dynamic for systemic change:

1 / REDUCE THE DIRECT CARBON FOOTPRINT (5% annually)
Encourage zero cost environmentally friendly behaviours (energy saving; limiting pollution and waste...)

Study and put in place measures where costs are incurred and investment is required (energy audit, improving the building’s energy efficiency...)

Take up the challenges of visitor travel as nearly 81% of the carbon footprint of the JBC is linked to visitor transportation (surveys to identify modes of transportation of visitors; build pre-travel partnerships; rent electric vehicles; bike paths...)

2 / PROMOTING A CIRCULAR ECONOMY

Privilege the use of existing furniture for temporary exhibitions that may be recycled or reused; review the sourcing of local suppliers including the museum’s giftshop...

3 / MAKING A COMMITMENT FOR VISITORS

Guarantee physical and digital access to the museum’s contents; propose contents that have a positive impact on the major stakes of society...

4/ MAKING A COMMITMENT FOR EMPLOYEES

Training opportunities; guidance; promote a healthy work environment and the wellness of co-workers...
Durable projects

Sustainable development is after all, economic development. It is for this reason that the renovations and extension of the JBC in the light of the 80th anniversary of D-Day in 2024 are being adopted under the umbrella of the museum’s sustainable development approach. This will manifest itself in the updating of the room on Canada today, the creation of an environmentally friendly food services project (snack bar) and the goal of having a low carbon emissions giftshop.

This approach is an opportunity to embed ecological transition into the daily life of the museum and the services for the visitors. Such an approach is a showcase or virtuous model for exhibition design, food services and sales at the museum and will serve as an example of sustainable tourism in Normandy.
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 the Explore Juno circuit for younger
visitors involving a web app of games, quizzes and interactive objects.

A 12-minute film produced for the Juno Beach Centre is played in a newly designed cinema since 2013: 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.

In addition to 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:

- **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?”; “From Vimy to Juno: Remembering Canadians in France”; “Great Women during the War”.
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”; “Royal Canadian Mounted Police: A Canadian Tradition”, exhibits of sketches, photographs and in 2017: “Vimy: A Canadian Battle in France”; “Together!” and in 2020 “Maple Leaves and Tulips” to commemorate the 75th anniversary of the Liberation the Netherlands.

○ Cultural Programming

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, Saint-Jean-Baptiste Bonfire and Canada Day.
o Young Canadian Guides

Canadian Guides are responsible for welcoming visitors, giving Juno Beach tours and Explore Juno visit for school groups 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 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)

In this first room, visitors stand in a simulated landing craft to watch a film which puts them into the mindset of Canadians during the Second World War. Images of war, training, D-Day, as well as, Canada during the war years are projected on the walls, while Canadian soldiers and their families describe what they were thinking and feeling at the time.

Canada in the 1930s

Upon exiting the introduction film, which sets the tone of the permanent exhibit, visitors are given reference points from which to draw an understanding of Canada on the eve of war. The geography, demographics, economic situation, state of the military, politics and the social climate of the time are presented.

Canada Goes to War: War Abroad, War at home

This room, comprised of two areas, follows the transformation of the country as it enters the war and builds its armed forces which saw over one million men and women enlist into its ranks.
**Roads to Victory**

The visit continues with a presentation of the different campaigns in which Canadians fought, each contributing to the final outcome of the war: the Battle of Italy, Normandy, the Scheldt, Rhineland and Victory. This room also showcases some of the other military branches that played vital roles in the final outcome such as: the medical corps, war correspondents, engineers, etc. Finally this room presents different themes such as: the Canadians on D-Day, the First Nations at War in Europe, the Canadian Flag, the 1st Canadian Parachute Battalion and Canadians behind Enemy Lines.

**Some Came Back, Others Did Not**

The evocative title of this room marks the human toll of Canada’s war, while at the same time introduces hope for a better future.
They Walk with You (12 minute Film)

The film entitled “They Walk With You” is an immersive experience using powerful video and emotionally engaging audio, including the voices of the Canadian war correspondents Marcel Ouimet and Matthew Halton. The film utilizes Second World War newsreel footage from a variety of sources and, along with dramatic recreations, re-enacts the role and sacrifice of Canadian infantry soldiers during D-Day and the Battle of Normandy. Viewer discretion is advised.

An infantry soldier in war is often not privy to the “big picture”; his job is to fight and try to survive. “They Walk With You” immerses visitors in an infantry soldier’s experience.

... 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 1, 2019 until December 31, 2021 - Temporary exhibition room

"Great Women During the War 1939-1945"

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

During the Second World War, women experienced anxiety, fear, worry and loss, while holding on to hope.

They contributed to the war effort by working and by drawing upon their energy and skills to seize new opportunities, and to successfully take on new responsibilities — often receiving little recognition in return.

They paved the way to profound social change.

This exhibition pays tribute to some of those women — Canadian and European alike — in recognition of their courage and many unsung contributions.

Visit included in the museum rate. Temporary exhibition only 4 €.

More information in the Press Kit Great Women During the War 1939-1945
THE EDUCATIONAL PROGRAM

“With Explore Juno, I discovered what it was like for youth my age during the war. It made me think.” Thomas, 11 years old.

EXPLORE JUNO, A NEW YOUTH CIRCUIT TO DISCOVER AS A FAMILY OR AS A CLASS

For the past 15 years, the Juno Beach Centre has resolutely focused on encouraging younger generations 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.

On February 1, 2019, the museum reopened with 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 is further adapted to a young audience.

With the support of La Région Normandie

More information in the Press Kit Explore Juno
DIGITAL TOOLS

EXPLORE JUNO WEB APP

The family app combines tactile screens and NFC tags (or NFC stickers), which are used by families to identify themselves on each tactile screen throughout the visit.

In order to ensure an innovative and convivial navigation of the new digital circuit “Explore Juno as a Family”, the Juno Beach Centre chose to use NFC tag technology, a sticker that contains a chip, which is placed on the admission ticket for each family.

Families can then scan their ticket on the screen in the hall or in the first room of the exhibit and register by inputting basic information and creating an account they will have access to throughout the museum. The sticker keeps track of this unique information and becomes the tool that families use to follow their progress and activities in an interactive way throughout their visit. They only need to scan their NFC tags on each of the digital screens to see their family “account” appear.

The NFC tags allow families to easily and independently navigate and to interact with the new digital circuit without using their own mobile devices. For more information on the NFC tags, click on the following link: http://www.unitag.io/fr/nfc/what-is-nfc

The App for School Groups

The app for primary and secondary school groups functions with Wivi technology which allows access to the museum’s content without downloading. The students’ digital tablets and the guide’s master tablet are necessary for the experience, as well as a giant tactile screen which is used for the concluding discussion at the end of the visit. For more information on Wivi, visit: https://wivi.io/
THE INTERACTIVE MAP

The interactive map, installed in 2019 in the "Canada goes to war" room, completes the circuit while at the same time addresses all museum visitors. The interactive map allows visitors to trace the locations of various Canadian units from D-Day until the end of the Battle of Normandy.

This map sheds light on the history of the 56 Canadian units and HQs that fought in Normandy in the summer of '44. It was especially designed for the families of Canadian soldiers wishing to learn more about the wartime experiences of their father, grandfather, or great-uncle, answering questions like: "Grandfather belonged to the Regiment de la Chaudière. He died in the 1980s and we know very little about his career. We would like to trace his footsteps ... "

WEBB VISIT APP

From February 2020, Webb Visit app allows new translations in Dutch and German in addition to the French and English Bilingual course. Translations are available from a new QR code app.

Webb Visit app that also allows you to discover new historical content in the museum.

DIGITAL GUESTBOOK

The digital guestbook allows visitors to leave a trace of their visit to the Centre. This tool has become very useful for the museum to learn more about its audience (where they come from, what they liked or what stood out the most during their visit).
AROUND THE JUNO BEACH CENTRE

GUIDED VISITS OF JUNO PARK
WITH VISIT OF BUNKERS

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 joint initiative by the Town of Courseulles-sur-Mer and the Juno Beach Centre 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.

Subject to change or cancellation due to the health crisis
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, by 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 INUKSHUK

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

© CJB

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
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 ft/s)
Range horizontal: 4740 metres (5795 yards)
Effective vertical: 2560 m (2800 yds)
Elevation: -5 à +90 Traverse: 360
Weight of complete equipment (travelling): 2288 kg (2½ tons)

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](http://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 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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Communications Assitant: Ophélie Duchemin, Caen
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Technical Manager: Laurent Mirey, Amblie

7 young Canadian guides for seasonal
OPENING HOURS 2021

- From May 19 to June 30: 10am to 6pm
- From July 1st to August 30th: 9.30am to 7pm
- From September 1st to October 31: 10am to 6pm
- From November 1st to December 31st: 10am to 5pm
- Closed in January and December 25th

Duration of the JBC visit: minimum 1 hour.
Temporary exhibit: 1/2 hour
Juno Park: 45 minutes

Sanitary Measures
- Number of visitors limited
- Hydro-alcoholic gel dispensers at the entrance and along the museum circuit.
- Mandatory wearing of a mask for visitors starting 6 years old and staff.
- Disposable mask for sale on site.
- Application of social distancing.
- Adapted visit content.
- Daily cleaning and disinfection of the premises. Timestamping of each disinfection.
## RATES 2021

<table>
<thead>
<tr>
<th></th>
<th>Full rate</th>
<th>Reduced rate</th>
<th>Adult groups*</th>
<th>School groups</th>
<th>Low carbon ** rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Juno Beach Centre</td>
<td>7,50€</td>
<td>6€</td>
<td>6€</td>
<td>4,50€</td>
<td>5€</td>
</tr>
<tr>
<td>Juno Park</td>
<td>6€</td>
<td>5€</td>
<td>5€</td>
<td>3,50€</td>
<td>4€</td>
</tr>
<tr>
<td>JBC + Juno Park</td>
<td>12€</td>
<td>10€</td>
<td>10€</td>
<td>6,50€</td>
<td>8€</td>
</tr>
<tr>
<td>Family Pass (JBC)</td>
<td>23€</td>
<td>23€</td>
<td></td>
<td>18€</td>
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</tr>
<tr>
<td>Family Pass (JBC + Juno Park)</td>
<td>35€</td>
<td>35€</td>
<td></td>
<td>28€</td>
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</tr>
<tr>
<td>Temporary exhibition only</td>
<td>4€</td>
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<td>4€</td>
<td>4€</td>
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</tr>
<tr>
<td>Guided visit with Explore Juno web app + Juno Park</td>
<td></td>
<td></td>
<td></td>
<td>8,50€</td>
<td></td>
</tr>
<tr>
<td>Guided visit with Explore Juno web app</td>
<td></td>
<td></td>
<td></td>
<td>6,50€</td>
<td></td>
</tr>
</tbody>
</table>

*20 persons min

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

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

**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.

**Low carbon rate** has been available since May 2021 upon presentation of an SNCF train transport ticket for a journey to a Normandy station made in the month preceding the visit.
Press Contact

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Garth Webb and Lise Cooper on June 6 2003 © CJB