



**Educational
Tours**

Media Kit EF Educational Tours

The 70th Anniversary of Victory in Europe
May 2015

Contents:

- Backgrounder: EF Educational Tours
- Event Brief: The 70th Anniversary of Victory in Europe
- Program Collaborators
- EF Social Media Handles

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Backgrounder

About EF Educational Tours

- EF Educational Tours is part of EF Education First, the World Leader in International Education. For 50 years, EF has developed the next generation of global citizens by following one mission: Opening the World Through Education.
- EF partners with educators and commanding officers to incorporate travel into their lessons and programs. Educational travel gives students and cadets the opportunity to “learn it by living it” and prepares them for the challenges of the 21st century.
- EF provides customized tours to international and domestic travel destinations that complement specific areas of study including: Service Learning & Leadership, Culture & Language Immersion, Arts & Literature, Social Sciences, Business & Politics, STEM and History.
- EF has a worldwide presence, with 500 schools and offices in more than 50 countries, as well as local offices in Vancouver, Toronto and Montreal.

About EF's Canada's History Tours

- For the past 10 years, EF has been dedicated to giving students and cadets the chance to stand in the places that shaped Canada's history. By experiencing firsthand the cities and sites that tell the story of our nation, groups gain a better understanding of Canada's past and return home more prepared to contribute to our future.
- Over the next few years, Canadians across the country will be honouring significant milestones from the First and Second World War. EF's upcoming programming will see thousands of students and cadets commemorate the following events:
 - The 70th anniversary of the end of the Second World War and the liberation of Holland by Canadian soldiers: May 2015.
 - The 100th anniversary of Beaumont Hamel, a significant battle for the Royal Newfoundland Regiment: July 2015.
 - The 100th anniversary of the Battle of Vimy Ridge, a defining moment for Canada and a turning point in the First World War: April 2017.
- Thousands of students and cadets have travelled on past commemorative EF history tours including:
 - The 70th anniversary of D-Day: June 2014.
 - The Vimy Ridge 95th Anniversary National Student Remembrance Tour: April 2012.
 - The Victory in Europe National Student Tour for the 65th Anniversary of the end of the Second World War: May 2010.

Partnerships

- A key member of our team is Dave Robinson, the former Head of Canadian and World Studies at Port Perry High School in Port Perry, Ontario. As the National History Advisory for EF, Dave helps inform our programs and works with educators across Canada. In 2008, he received a Commendation of Service from Veterans Affairs Canada for his role in several educational memorial tours. Dave is a board member of the Vimy Foundation and a recipient of the Queen's Diamond Jubilee Medal.
- EF is partnered with the Vimy Foundation as their official student travel provider. EF has made a \$100,000 contribution towards the new Education Centre being built at the Canadian National Vimy Memorial in France. EF is also a sponsor of the Governor General's History Award for Excellence in Teaching.
- EF is partnered with Canada's History Society as a sponsor of the Vimy Pilgrimage Award in recognition of exceptional Canadian youth, and other history-based initiatives.
- EF is a founding member of C21 Canada, Canadians for 21st Century learning and Innovation. C21 Canada is a coalition of Canadian education associations and knowledge sector companies with a shared commitment to accelerate and effectively integrate 21st Century Skills and competencies, teaching practices and learning technologies into Canada's education system.

To learn more about EF's authentic, meaningful and experiential Canada's History tours, visit eftours.ca/history.

Event Brief: The 70th Anniversary of Victory in Europe

May 2015

- EF Educational Tours is bringing close to 700 students, educators, cadets and commanding officers from across Canada to experience firsthand the cities and sites that tell the story of the liberation of Holland and Victory in Europe.
- All student and cadet groups were matched with a soldier who died during the Second World War and was buried at a Canadian war cemetery. Before departing, students and cadets researched the soldier, and they will have the opportunity to locate their grave while on tour.
- All groups are participating in exclusive EF programming at Anne Frank House and the Jewish Historical Museum in Amsterdam to gain a deeper insight into the challenges faced by Jewish residents during the war.
- On the morning of May 4th, several groups are participating in a ceremony at the Holten Canadian War Cemetery to pay their respects to those who helped liberate Holland. At the end of the service, Dutch youth will lay yellow tulips at each gravestone and thank those buried there. Our travellers will see firsthand the special connection shared by Canadian and Dutch citizens.
- On the afternoon of May 4th, all groups are visiting the National Liberation Museum 1944-1945 in Groesbeek. Groups are participating in exclusive EF programming that includes interactive activities designed to promote reflection and understanding of the contributions made by Canadian servicemen and women during the Second World War.
- In the evening of May 4th, all travellers are participating in a 2.5 kilometre silent march from Groesbeek Town Hall to the Canadian War Cemetery, where 2,610 Commonwealth soldiers are buried. At 8:00 p.m., a minute of silence will be observed to pay respect to the fallen.
- On May 5th, all groups are travelling to the town of Wageningen to participate in Liberation Day festivities. This is truly a day of celebration, as the town that witnessed the signing of the Capitulation of the Nazis in the Netherlands comes to life and recreates the same festivities that took place 70 years ago.

This is a life-changing opportunity for students, educators and cadets. By following in the footsteps of the brave Canadians who helped liberate Holland, these travellers will experience Canada's past in a way that will live forever in their minds. Groups will return home with a better understanding of their place in the world and what it means to be Canadian.

Program Collaborators

Jewish Historical Museum

The Jewish Historical Museum Foundation was established on May 23, 1930 for the purpose of collecting and exhibiting that which presents a picture of Jewish life in general and Dutch Jewish life in particular, in the broadest sense of these terms; discussing in meetings everything related to this; and making use of all such means to promote Jewish art and learning. The only museum to present a full survey of Jewish culture, history and religion in the Netherlands, its motto is: *Seeing leads to remembering, and remembering leads to doing*. The museum's task is to preserve, manage and present Jewish cultural heritage for as wide a public as possible.



National Liberation Museum 1944-1945

The National Liberation Museum 1944-1945 is an historical and educational museum covering the (inter)national events surrounding the liberation of the Netherlands and Europe in 1944 and 1945, as well as the events leading up to the liberation and their consequences from a global perspective. The museum also shows the economic, political and cultural development of reconstruction and international co-operation in Europe since 1945. The liberation history is commemorated and put into perspective with current issues of democracy, freedom and human rights in the world.



The Town of Groesbeek

The City of Wageningen

EF Social Media Handles



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