

**VETERANS'
HOUSE CANADA**
HELPING HOMELESS VETERANS



**MAISON DU
VÉTÉRAN CANADA**
SECOURIR NOS VÉTÉRANS SANS ABRI

News Release

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TEAMING UP FOR THOSE WHO SERVE: VETERANS' HOUSE CANADA SHOWCASES "IN-UNIFORM" CAMPAIGN AT SALUTE TO SERVICE, EDMONTON ELKS GAME, AUGUST 2nd, 2025.

A Powerful Public Activation To Kick off The Salute to Service Game

Edmonton, AB – Veterans' House Canada (VHC) will be in attendance at the Edmonton Elks special game, Salute to Service, where they kick off a powerful tribute that honours frontline heroes and first responders. The game will feature a Royal Canadian Air Force flyover, Salute to Service Flag Football Tournament competing for the first-ever Salute to Service Cup, and much more.

At the event, Veterans' House Canada will showcase the *In Uniform* campaign: **a military uniform encased in glass, bearing the message "Someone who wore this uniform slept here last night."** This campaign is a bold initiative by VHC to challenge perceptions and increase conversation about Veteran homelessness. They hope to mobilize public support for this initiative and the future with lasting housing solutions.

Veterans experience homelessness at two to three times the national average, making them disproportionately represented among unhoused Canadians. The Salute to Service Game is an opportunity to recognize the brave hearts who serve our communities.

Along with spreading awareness and acknowledging our Veterans, VHC offers a solution that is already in progress: the Veterans' House Canada Edmonton Building Project, a new 40-unit supportive housing facility in Athlone North-West Edmonton, designed to provide permanent, affordable housing for Veterans.

“Some Veterans prosper after service, while others struggle. This is most evident by the very high numbers of homeless Veterans across Canada. Veterans' House Canada's mission is to help these homeless Veterans build a better future by providing them with permanent, affordable and supportive housing.”

Brigadier-General (Ret'd) Alan Mulawyshyn | VHC Executive Director

Join the Conversation, Canadian Football League Fans

- Use the Hashtag #InUniform #cfl #vhc to share your thoughts and game day photos
- Meet our team members at the game to learn more about the campaign and the Athlone Project at veteranshousecanada.ca
- Donate today in support of Veterans across Edmonton www.veteranshousecanada.ca

About Veterans' House Canada: Veterans' House Canada (VHC) is a national non-profit dedicated to ending veteran homelessness by developing **permanent, affordable, and supportive housing communities** tailored to veterans' unique needs.