

GOOD DIGITAL CULTURE

**PRESS RELEASE
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New iPad Remembrance Day App - Remembering The Fallen in Canada

Toronto, November 5, 2013 - The Fallen is a new interactive free iPad App giving Canadians a new way to remember those who have given their lives in service to our country. From the Boer War through the two World Wars, Korea, UN Peacekeeping missions to Afghanistan, the interactive maps, photography and data - tell the stories of over 118,000 of the fallen, allowing all of us to become engaged and immersed within those past lives.

"We wanted to find a new way to experience the act of remembering," says Sonia Chai, Partner and Lead Experience Designer from Good Digital Culture who created the App. "We hope that The Fallen breathes context and emotion into the data, creating a new framework to memorialize Canadian service men and women."

The App allows users to explore maps of Canada, Europe and the world to see where fallen Canadians are buried; to search by name to find location or branch of the Armed Forces; even to find where next of kin resided. A call to action on every soldier's page allows friends and family to help improve and expand the information we share.

Tim Robertson is also a partner in Good Digital Culture and Lead Programmer and Designer for The Fallen: "We hope users, family members, veterans, military or even news organizations will use The Fallen and add information so the experience can grow, expand and evolve over time. It is the user's interaction and content that will make The Fallen a new way to remember; not just for November 11th, but ongoing."

"The Fallen invites everyone to remember in their own way," adds Mr. Robertson, "we see daily on the news and through the media how the act of war has evolved with technology - we feel it's time technology be leveraged for the solemn act of remembrance as well, and enable today's generation to engage with the past."

"Behind every poppy is a story," said Chai, "and The Fallen is an experiment in unfreezing time - for new Canadians, young Canadians, serving Canadians, families and ancestors across the country and around the world. Because to remember is to honour and we want the memories of The Fallen to live on."

To experience The Fallen or to find out more, download the App free at www.thefallen.org

ABOUT GOOD DIGITAL CULTURE

Good Digital Culture is a Toronto team dedicated to building good digital products with uniquely defined visions and compelling stories to tell: Good thinking, digitally delivered. GDC creates, finds and curates content with collaborators and clients such as The United Nations, Canadian Cancer Society, Thomson Reuters, AGO, Cirque de Soleil, The Shanghai Exposition and others.

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To download print quality images please access the media download section at the footer of the following page: <http://www.thefallen.org>

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