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• FIFA Women’s World Cup Canada 2015™
FIFA™ FANS, YOU’LL GET A REAL KICK OUT OF THIS

This laminated plaque of the FIFA Women’s World Cup Canada 2015™ comes ready to hang and features an enlargement of the stamp artwork, plus a mint commemorative stamp and certificate of authenticity. Make it your goal to get one.

See pages 10-11 for more FIFA coin products from the Royal Canadian Mint

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Collectible coins of all kinds for all occasions.

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DETAILS

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DEAR COLLECTORS
Marking and making history

One of the Canadian stamp program’s mandates is to celebrate our history as a nation. Granted, history is generally considered a record of what happened years ago. So, when we release a stamp commemorating a past event or achievement, we’re marking history. But one way the stamp program remains contemporary is also by making history.

The stamps in this issue of Details are examples of these different but equally valuable approaches. One marks the 100th anniversary of the penning of a timeless poem that has become etched indelibly into the hearts of Canadians. The other celebrates a significant occasion, as six Canadian cities play host to the 2015 FIFA Women’s World Cup finals.

We think both approaches are necessary not only to honour what’s past and embrace what’s to come, but also to tell the stories that have shaped this great country through stamps.

Jim Phillips, Director, Stamp Services

Stamp printing specifications
• Perforations are all 13+ or simulated perforation.
• Tagging is on four sides, unless otherwise indicated.
• Paper is Tullis Russell, unless otherwise indicated.
• Gum type is pressure sensitive, unless otherwise indicated.

Due to the popularity of our flower series, some Costco stores in British Columbia offer the Pansies coil as a trial, since late April, early May. Originally, 120,000 coils were to be printed. Flower coils will now be produced in a continuous print run.

EVENTS

May 22-24
Annual Convention and Exhibition of the Royal Philatelic Society of Canada
London Convention Centre
300 York Street, London, Ontario

May 30-31
International Stamp Show of Laval / PHILA-LAVAL
Place des aînés de Laval
435 boul. Curé-Labelle, Chomedey, Laval, Quebec

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In Flanders fields the poppies blow¹
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.

On May 2, 1915 – in the second week of the Second Battle of Ypres – Guelph, Ontario native Major (later Lieutenant Colonel) John McCrae, a surgeon with the First Brigade of the Canadian Field Artillery, mourned the death of his friend, Lieutenant Alexis Helmer. An officer in McCrae’s unit, Helmer had been killed instantly by a direct hit from an eight-inch German shell.

Some critics believe that when McCrae became overcome by the horrors of war he chose to write about his sorrow. The poem he composed to commemorate Helmer and the thousands of other soldiers who lost their lives on the Ypres Salient has left an indelible imprint on the Canadian perspective of war.

In Flanders Fields is arguably the best-known poem of war and remembrance. Recited at annual Remembrance Day services, it is engraved (along with its French-language adaptation, Au champ d’honneur) on marble plaques in the Memorial Chamber of the Peace Tower and graces many other war memorials in Canada and other parts of the world.

According to q30 Design’s Glenda Rissman, designers Janice Carter and Tejashri Kapure began with the photograph of a real poppy – the fragility and translucency of the flower setting the respectful tone of the stamp. The images of the crosses “row on row,” the larks “still bravely singing” and the instantly...
recognizable silhouette of a helmeted soldier were all influenced directly by lines in the poem.

“The design hit the right marks emotionally, but in a way that’s restrained,” says Rissman. “There are not only literal elements, but also other aspects that add greater depth: for example, how the grey and white form a cross on the Official First Day Cover. Not everyone will see that, but those who do will appreciate it. There is a certain bleakness to the stamp and the booklet cover, but there’s beauty there too – which are the same elements McCrae was bringing together in the poem. On the mini-pane, we felt it necessary to use the whole poem, as that is what’s being honoured here.”

McCrae himself was an indirect casualty of war, dying January 28, 1918, of pneumonia and meningitis. The Government of Canada, through the Historic Sites and Monuments Board of Canada, designated John McCrae as a National Historic Person in 1946 and McCrae House as a National Historic Site in 1966. The building contains permanent and temporary exhibits about the life and times of McCrae, who was also honoured on a Canadian stamp in 1968.

In Flanders Fields is a quintessentially Canadian poem: one that has linked generations and perpetuated the memory of those who made the ultimate sacrifice. One hundred years later, the power of its verses to evoke the horror of war remains as strong as the day they were written.

1. While the 1915 version of the poem published in Punch reads “the poppies blow,” various handwritten drafts and copies by McCrae end the line with the word “grow.” We have included both texts on the stamp booklet.
“[Having my likeness on a stamp] is a huge honour – obviously, I never imagined something like this would happen to me – and I think it demonstrates how far women’s sports, especially soccer, have come in recent years,” says Christine Sinclair, captain of Canada’s national women’s soccer team. Star teammate Kadeisha Buchanan echoes her thoughts: “I feel proud, honoured and extremely happy to represent my country on the field.”

Their sentiments sum up how Canada Post feels about sharing the excitement of the FIFA Women’s World Cup Canada 2015™ with Canadians and collectors around the world through this special issue.

Playing at home in the FIFA Women’s World Cup™ is a once-in-a-lifetime opportunity. It is a chance for all of Canada to see the best soccer players in the world.

Christine Sinclair

From June 6 to July 5, 2015, Canada will host this prestigious international event – the largest women’s soccer competition on the planet – in Vancouver, Edmonton, Winnipeg, Ottawa, Montréal and Moncton.

Out of 129 competing nations, 24 finalists will play. Canada will kick off the competition in the opening game against China June 6 in Edmonton. Vancouver’s BC Place Stadium will hold the championship final match July 5.

Canadians will be able to show their support for the competition – and their home team – with this commemorative issue, whose Official First Day Cover...
For me as a soccer player, playing a FIFA Women’s World Cup™ on home soil is a dream come true.

Kadeisha Buchanan

Being able to represent my country, while playing the sport I am so passionate about, is the greatest honour imaginable.

Christine Sinclair

is postmarked in Edmonton. Accomplished stamp designer Debbie Adams says of her approach, “I wanted to showcase the moves of some of the best players in women’s soccer, while ensuring that the FIFA brand language was strongly reflected, as well. Large, patterned numbers remind us that the games are happening in 2015; the list of cities and provinces locates them in Canada. Vibrant colours and a dynamic background graphic communicate energy and celebration.”

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Design: Debbie Adams | Photos: FIFA (Getty Images) | Athletes on stamp: Christine Sinclair, Kadeisha Buchanan (Canada); Ayumi Kaihori (Japan) | Printer: Lowe-Martin

See page 2 for more details

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