

REGIMENTAL PERSEVERANCE

The Battle of Moreuil Wood is a piece of history that is recognized by all serving and retired members of Lord Strathcona's Horse (Royal Canadians). This battle demonstrates qualities of leadership, courage and PERSEVERANCE that every member of the Regiment strives to embody and live by.

Each year the Regiment recognizes the sacrifices that Lieutenant Flowerdew and the members of his Squadron made in this crucial battle through parades, mess dinners, and other events in memorial. Preparations are underway as we get ready for the celebration marking the 100th anniversary of this historic battle.

CELEBRATING THE 100TH ANNIVERSARY

Lord Strathcona's Horse (Royal Canadians), with support from the Regimental Society, intends to mark this momentous occasion in a manner that pays due tribute to the sacrifices of our forefathers.

In conjunction with our traditional celebrations held in Canada, we plan to send a delegation of currently serving and retired members to the actual Moreuil Wood battle ground in France.

The delegation will participate in an official ceremony, and a parade through the city. The Strathcona Mounted Troop will re-enact the historic cavalry charge that was so instrumental in the success of the Moreuil Wood Battle.



THE BATTLE OF MOREUIL WOOD

This crucial WWI battle took place on the banks of Arve in France. The Canadian Cavalry Brigade attacked the Germans and forced them to withdraw from Moreuil Wood. This decisive defeat was essential in halting the German's spring offensive.

VICTORIA CROSS

For his actions during this battle, Lieutenant Gordon Muriel Flowerdew of Lord Strathcona's Horse (Royal Canadians) was posthumously awarded the Victoria Cross, the highest and most prestigious award for gallantry in the face of the enemy that can be awarded to British and Commonwealth Forces.

“Lieutenant Flowerdew was dangerously wounded through both thighs during the operation, but continued to cheer on his men. There can be no doubt that this officer's great valour was the prime factor in the capture of the position.”



- Excerpt from Flowerdew's
Victoria Cross Citation.

IMPORTANCE OF LANCES AND PENNANTS

Up to WWI the red and white Lance Pennant was used as a psychological tool to frighten enemy horses during battle. Likewise, the Regimental Pennant also originated on the battlefields. These pennants were used to great success to help commanders easily identify and locate their units during a battle. Pennants are still used today by the Regiment for ceremonial purposes during parades and celebrations.

100TH ANNIVERSARY OF THE BATTLE OF MOREUIL WOOD



1918-2018

REGIMENTAL SOCIETY

FUNDRAISER



STRATHCONAS.CA

OWN A PIECE OF STRATHCONA HISTORY

You can support Lord Strathcona's Horse (Royal Canadians) Regimental Society's effort to send soldiers to France to commemorate the 100th anniversary of the Battle of Moreuil Wood. The Regimental Society has produced an extremely limited run of commemorative lances that will soon be available to the general public. In recognition of this milestone anniversary, only 100 serialized lances will be made. Since Lt Flowerdew was only 33 years of age when he led his Squadron during this Battle, the serialized lances will be available in either 33 commemorative singles or 33 commemorative sets (each set containing two lances). The final serialized lance will be kept on permanent display in the Harvey Building at Steele Barracks. Non-serialized, compact size lances will also be available beginning in November 2017.



BRONZE PACKAGE

\$250

- Non-serialized
- Compact 6 feet in length
- Lance Pennant (Red and White) included
- Available beginning November 2017 while quantities last
- Eligible for a \$100.00 charitable tax receipt



SILVER PACKAGE

\$1,000

- Only 33 serialized singles will be produced
- Full 7 feet in length
- Leather hand grips (hand-stitched)
- Regimental Pennant included
- Nickel plated solid metal lance tips and butts
- Eligible for a \$750.00 charitable tax receipt



GOLD PACKAGE

\$5,000

- Only 33 serialized sets will be produced
- Full 7 feet in length
- Leather hand grips (hand stitched)
- Regimental and Lance Pennants included
- Brass plated solid metal lance tips and butts
- Mounting Brackets included for cross, horizontal or vertical wall mounting
- Customizable plaque included
- Eligible for a \$4500.00 charitable tax receipt

HOW TO ORDER

If you have any questions regarding this fundraising initiative or would like to purchase a commemorative lance or lance set, please contact us at ldsh@strathconas.ca for more details.

OTHER WAYS TO DONATE

We can arrange for your serialized lance or lance set to be donated to a Legion, Valour House or other venue on your behalf, contact us for details. Monetary donations in support of this effort can be made through PayPal at: strathconas.ca/how-can-you-help.