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Atten: Newsroom

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AUTHOR JOE C.W. ARMSTRONG TO ADDRESS LONDON AUDIENCE

Joe C.W. Armstrong, author of the controversial book, **Farewell the Peaceful Kingdom**, will address attendees at a \$50-per-plate dinner sponsored by the Freedom Party of Ontario on **Saturday, September 30, 1995** at the **RADISSON HOTEL LONDON CENTRE, 300 King Street, LONDON** Ontario.

Members of the media are cordially invited to hear Mr. Armstrong and join in the discussion scheduled to begin after the dinner portion at **9:00 pm**.

"The Quebec referendum is irrelevant," says Armstrong, who insists that the major issue facing Canadians today is a "values crisis" that has manifested itself in the form of what he calls:

"RACISM RAMPANT IN A VICTIM CULTURE"

Armstrong intends to "demonstrate with proof" that Canadians live with a "victim culture constitution" that is undermining the fundamental values on which Canada depends for its continued existence as a free nation. Following his demonstration, he will welcome questions and comments from attendees.

**For more details or information, please contact:
Robert Metz (519) 681-3999**

Freedom Party of Ontario
P.O. Box 2214, Stn. 'A',
LONDON, Ontario N6A 4E3
(519) 681-3999

**"Canada does not suffer a leadership crisis.
She suffers a crisis of citizenship."**



JOE C. W. ARMSTRONG

Joe C. W. Armstrong, is a sixth-generation Canadian who describes himself as "author, historian and heritage publicist."

Author of the best-selling **From Sea Unto Sea: Art & Discovery Maps of Canada** (1982) and the definitive biography **Champlain** (English, 1987; French, 1988), the internationally renowned scholar and historian has also built an outstanding career in industry and finance.

He has passed through many incarnations --- photographer, merchant banker, federal public servant, map collector, land developer, and heritage promoter. He is a superb story-teller as well.

From his youngest days when he had the opportunity to meet Winston Churchill, through a career which, among many other things, found him travelling to over 100 countries throughout the world, broadcasting a series of shows on CBC Radio, and doing countless television, radio, and newspaper interviews, Armstrong, now 61, has been consistently engaged in the herculean task of changing Canadians' attitude towards their heritage.

Armstrong's interest in Canada's heritage is more than academic. His father, James Shelley Phipps Armstrong, became Ontario's first agent-general in London England in 1944 and continued in that prestigious capacity until the 1960s. His grandfather, Joseph E. Armstrong, moved from the Toronto area to Petrolia at the turn of the century to dabble in the crude oil business, land, and politics. He served as Lambton East's federal MP for 17 years until 1921.

Now a senior civil servant with the federal government's Department of Industry in Toronto, the best-selling author Armstrong has blended his wide range of experience with documented research to produce a unique revelation of Canada's crisis of values in his monumental work, **Farewell the Peaceful Kingdom**.*

"I began this work angry with Canada's politicians and leaders and convinced that Canadian unity was really threatened, that 'national unity' by itself was an objective worth monumental effort and dedication," says Armstrong in his introduction to the book. "I am no longer convinced of even the relevance of such an objective. After ten years of struggle to document what has happened, I find myself far more disillusioned with the general populace than I am with Canada's leaders. **Farewell the Peaceful Kingdom*** shows why my personal focus has so radically changed."

"Canada has been smitten by a value crisis. Personal freedom, the most important treasure there is, never appears on any politician's agenda. No one even questions whether or not it exists. So Canada's long-term prospects for peace and fulfilment are dim. I see little evidence to suggest Canadians feel anything other than profound mistrust, or even contempt, for freedom."