

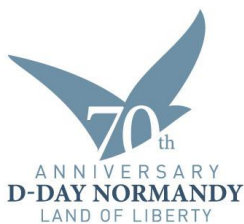
August 2013 – D-Day press release

70th Anniversary of the Battle of Normandy 2014 STARTS IN 2013...



Arromanches ©A. Keil

In the build-up to the 70th anniversary of the D-Day landings and the Battle of Normandy, an array of events, from historical re-enactments to parachute jumps, several new sites, including recently opened tank museums and memorials, as well as a wealth of new apps will start to be rolled out in 2013, allowing millions of visitors to relive and better understand this crucial chapter of the Second World War that took place in Normandy.

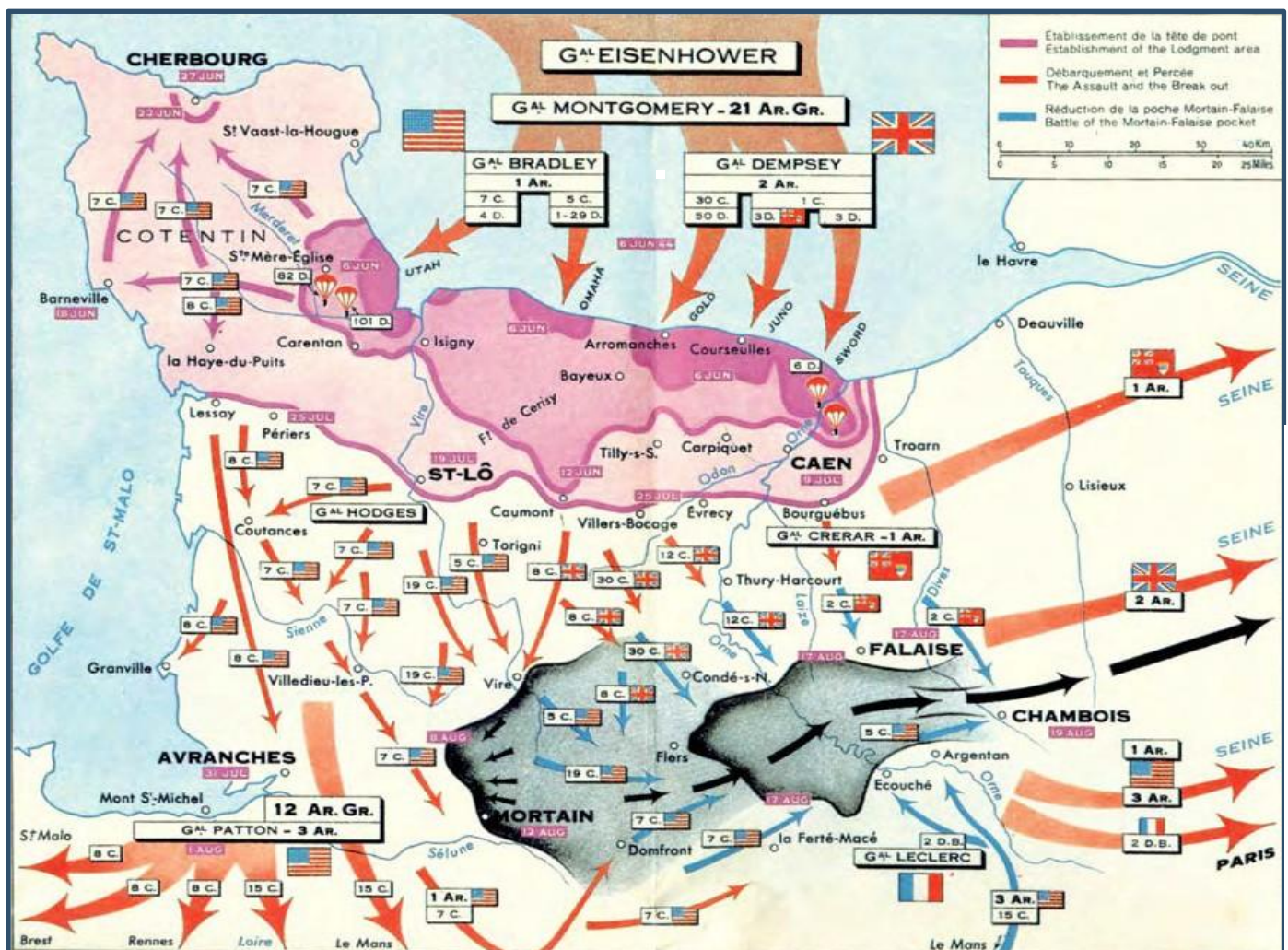


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Unprecedented Battle

The decision to undertake the landing operation, code-named 'Overlord' and led by General Eisenhower, was made as early as 1943. On the 6th June 1944, more than 150,000 British, American, Canadian, French, Polish, Dutch, Belgian and Norwegian allied soldiers set out across the Channel to land on the beaches of Normandy. What followed was a battle of epic proportions involving almost 3 million soldiers which finally came to an end on the 21st August, after 77 days of combat, with the capture of the Falaise Gap. The price paid for freedom was huge. Several thousand young men lost their lives to liberate France with many towns being devastated and certain villages raised to the ground. From the historic landing beaches to the *Mémorial de Caen*, from the batteries and remains of the Atlantic Wall to the cemeteries for all nations, all are united in the common goal of preserving and passing on to a new generation the memory of these tragic events that have so profoundly shaped the history, landscape and population of a region.



70th Anniversary Logo

The logo takes the form of both the dove of peace and the letter 'V' for victory and was designed to be used to give a common visual identity to the events and commemorations linked to the 70th anniversary of the D-Day landings and the Battle of Normandy as well as partners associated with the anniversary. The logo also plays its part in the recently launched bid for Unesco Heritage status for the D-Day Landing Beaches by the County Council of Basse-Normandie.

The logo can be downloaded for free at

[More information here](#)



What's New?

Head Turning

The Battle in 360° - Arromanches-les-Bains



©V. Joannon

In February 2013 the circular cinema, Arromanches 360°, launched its new film *100 Days of Normandy*, which retraces the story of the Battle of Normandy from the preparation stages of the Landing right through to the Liberation of Paris.

Directed by the team behind the hit series *Apocalypse*, the film is a subtle blend of archive images sourced from all over the world and striking modern special effects. It's as if you were there yourself.

[More information here](#)

Educational

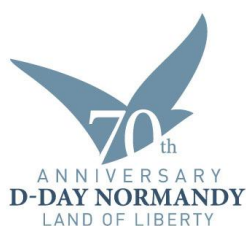
Understanding the Occupation - Caen

The Mémorial de Caen will be opening a new exhibition space, conjuring up General Richter's underground bunker in a novel exhibition layout which will highlight military aspects of the German Occupation as well as the history of the Atlantic Wall.

[More information here](#)



©Mémorial de Caen



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Virtual Arromanches in Augmented Reality



©CDT Calvados

With the new app *Arromanches 1944*, launched on June 14th 2013, you can now link past and present by superimposing virtual images of yesteryears onto the real landscapes of today.

This unique experience allows visitors to relive the Battle of Normandy as if they had actually been there in June 1944.

[More information here](#)

Original A Unique Collection – Colleville-sur-Mer

In June 2013 the new *Overlord Museum*, dedicated to the 6th June 1944 and the Battle of Normandy, opened at Omaha Beach. This museum boasts an exceptional and unrivalled collection of over 10,000 objects and documents found throughout Normandy and put together over a period of 40 years by a survivor of the war.

[More information here](#)



©Overlord Museum

Commemorative Happy Birthday Juno! – Courseulles-sur-Mer



©A. Darling

On the occasion of its 10th anniversary, the *Juno Beach Centre* has launched a new film, exclusive to the museum, entitled '*They Walk With You*'. It will be shown in the brand new theatre located in the permanent exhibit area. This museum is the only one along the Landing Beaches to be dedicated entirely to the role that the Canadians played in Normandy during the Second World War.

[More information here](#)



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Striking

At the heart of the battle in the *Corridor of Death* – *Mémorial de Montormel*

The *Août 1944 Remembrance Road*, in this museum at the Falaise Gap, retraces the battles of August 1944 with a collection of panels presenting archive images of *the Furnace* taken by troops and civilian prisoners in contrast with images of the same places as they stand today. This striking contrast enables visitors to put themselves in the place of the soldiers of the time. Past meets present, enabling us to grasp the full effect of those powerful and formative events of summer 1944.

[More information here](#)



© C. Conan-Lagu

Head Spinning

La Pointe du Hoc



© A. Darling

The visitor information centre at the Pointe du Hoc has been moved into a brand new space and has doubled in size. In line with these changes, the American Battle Monuments Commission, which runs the site, has launched a new smartphone app allowing visitors to experience this dizzying site for themselves. This is where the Rangers of the American army scaled the 30m-high cliffs, destroyed a strategic German battery and took control of the coastal roads, playing a vital role in the success of the Allied Troops. An online version of the app will soon be available on the ABMC website:

[More information here](#)

True to Life

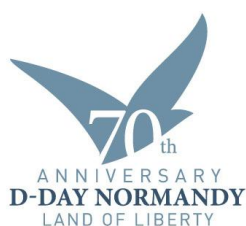
Operation Camouflage – Azeville

For a truly realistic version of the most important hours of the Battle of Normandy, the Azeville Battery has repainted its casemates in camouflage colours to blend into the local landscape, as they would have been in 1944. Opened at the end of May, the bunkers were recreated in line with archive photographs dating back to 1944.

[More information here](#)



© R. Pelletier



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Action-packed History by Bike



©Th. Houyel – CDT50

2013 sees the launch of a new 230km cycle route linking the D-Day Landing Beaches and the Mont-Saint-Michel. This original *véloroute* enables visitors to take in the rich cultural and natural heritage of the region while cycling through the countryside. Retrace history at your own pace.

[More information here](#)

In anticipation

Let the countdown commence – Bayeux

On 6th June 2013, with only one year to go until the 70th anniversary, the Bayeux Intercom Tourist Office has installed a huge digital countdown clock on the front of Pont Saint-Jean. With this year's festivities barely finished, the countdown to next year is already under way!

[More information here](#)



DJ©OT Bayeux Intercom

Uplifting

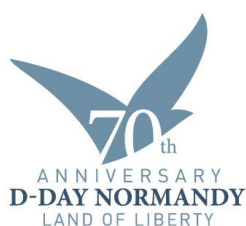
Take to the skies – Merville-Franceville-Plage



©A. Darling

For the very first time, the Merville-Franceville Battery is organising tours of the glider on the site. Described as one of the most important operations on D-Day, the taking of the Merville Battery was carried out by the 9th British Parachute Regiment. The Merville Battery Association is offering an educational tour, with visits of 4 bunkers and the legendary glider that took part in the landing missions.

[More information here](#)



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Awesome

3D lands in Normandy



©D. Dumas

This summer, visitors to Normandy may come across the crew filming a new 3D film, *Overlord-Normandy 1944*. The film will tell the story of the build-up and unfolding of the Allied Landings. This spectacular piece of cinema will be in cinemas (IMAX 3D) worldwide from 6th June 2014.

[More information here](#)

Deep

A forgotten memory

This summer, a major under-sea expedition is carried out by divers and scientists from all over the world. They have set out in search of wreckage from D-Day. The expedition will look to add to the exhaustive inventory of items from Operation Neptune, code name for the Allied Landings in Normandy.



Pointe du Hoc ©Calvados Tourisme

On-line

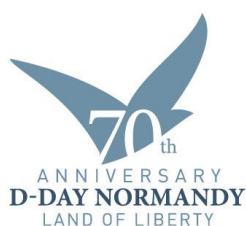
D-Day Blog: Annie Darling attends 69th Anniversary



©A. Darling

A 20 year old journalism student from London, Annie Darling, came over to Normandy to experience first-hand the 69th anniversary of D-Day and will come back next year to cover the anniversary of the end of the Battle of Normandy. Read all about it on her dedicated blog:

[More information here](#)



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Commemorative

Piper Bill Millin Statue – Colleville Montgomery

This June a statue was erected in Colleville Montgomery to piper Bill Millin. The plaque below the statue reads: “On D-Day, June 6 1944, on the sector of Sword Beach, as the Scots have done for generations, the Brigadier Lord Lovat, Chief of the First Special Service Brigade, also a Highland chief, ordered his personal piper Bill Millin to pipe his commandos ashore.”



©G. Ader, sculptor

International

Heads of State Ceremony – Ouistreham



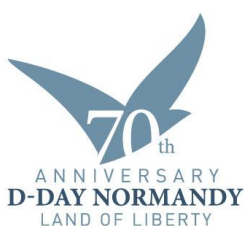
©OT Ouistreham

It's official: Ouistreham, which was code named Sword Beach during the Allied Landings, will host the international ceremony of the 70th D-Day Landings on 6th June 2014, at which several heads of state are due to attend.

To browse through the interactive map of the sites please click [here](#)



Once on the map, you simply need to click on each pinpoint for a description of each site.



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Contacts

> NORMANDY REGIONAL TOURIST BOARD

Alison Weatherhead
14 rue Charles Corbeau
27000 Evreux
Tel.: 0033 2 32 33 67 66
a.weatherhead@normandie-tourisme.fr
www.normandy-tourism.org

> CALVADOS DEPARTMENTAL TOURIST BOARD

Armelle Le Goff
8 rue Renoir
14054 Caen Cedex 4
Tel.: 0033 2 31 27 90 37
Armelle.legoff@calvados.fr
www.calvados-tourisme.co.uk/en



> MANCHE DEPARTMENTAL TOURIST BOARD

Sophie Bougeard — Fanny Garbe
Maison du Département
98 route de Candol
50008 Saint-Lô Cedex
Tel. : 033 2 33 05 96 08 — 0033 2 33 05 98 89
sophie.bougeard@manche.fr — fanny.garbe@manche.fr
www.manche-tourism.com/en



> ORNE DEPARTMENTAL TOURIST BOARD

Carole Rauber
86 rue Saint Blaise
BP 50
61002 Alençon Cedex
Tel. : 0033 2 33 28 83 66
c.rauber@ornetourisme.com
www.normandy-tourism.co.uk



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