

New “Minute to Remember” app launches to bring Remembrance Day into digital age

Remembrance Day has embraced the digital age with a new app launching via Facebook this week to help remind and encourage younger Australians to observe the traditional minute’s silence this Sunday, 11 November.

In an Australian first, everyone who registers for the “Minute to Remember” app via www.minutetoremember.com.au will receive an SMS reminder just before 11am on Sunday, as well as an optional calendar reminder.

The app was created for Defencecare, an RSL NSW charity that helps current and ex-service men and women and their families with community support, advocacy and assistance with compensation and entitlement claims for pensions and benefits.

The “Minute to Remember” digital campaign also allows people to donate by buying a virtual poppy. An image of the poppy will be uploaded to their Facebook page helping to raise awareness of the project.

“The number of war veterans may be diminishing but the importance of Remembrance Day and the minute’s silence continues to be a truly essential cultural element of being Australian. This digital solution is an exciting way to stay relevant, respectful and help the Defencecare community,” said Defencecare CEO Robyn Collins.

“Using Facebook is a great way for people to share and invite their friends to join the campaign.”

RSL NSW State President Don Rowe added: “Defencecare makes a real difference to people’s lives and for us, it is crucial to be able to continue our support.” ENDS

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