Montague, Prince Edward Island

Population Rank: Canada. . . . 1,414
                        Province. . . .9

Proportions: 3:5 (4:5 in grant)
Adopted: 29 September 1996

DESIGN: The flag of the Town of Montague has a green field with a wide wavy band of blue edged in white running down the centre, from top to bottom. Near the base of the flag, the band splits into three parts, each also edged in white. Running horizontally across the centre of the flag and surmounting the blue band is a two-arched bridge of stone blocks in golden yellow with black details. The central pier between the arches is set in the centre of the blue band. Above the bridge on the blue band is a fish in white with black details, leaping toward the hoist. On either side of the fish, above the bridge, is a plough in white, with black details. Surrounding the flag on all sides but the hoist is a border formed by alternating rectangles of green and white, five at the top and bottom, four at the fly. The border rectangles meet in angled corners at the fly end of the flag; the border width is 1/25 the height of the flag.

SYMBOLISM: The Town of Montague is the largest community in Kings County, and lies on the Cardigan River where it enters the Gulf of St. Lawrence in eastern Prince Edward Island. The green field of the flag represents the lands of the town and the surrounding fields and is also a principal colour in the provincial coat of arms of Prince Edward Island. The blue

band splitting into three parts represents the Montague River, which at the base joins two other rivers, the Cardigan and Brudenell. The bridge symbolizes the crossing of the river at the town. While the actual bridge is not stone, the stones represent the idea of permanence and the ongoing importance of the crossing with the golden yellow referring to commence and wealth via transportation. The two arches form an "M" in outline, a subtle reference to the town's name. The fish honours one of two historic industries and ongoing recreational activity in the river and the nearby ocean, as well as the new aquaculture operations. The ploughs underline the importance of agriculture and link the symbol with the previous town emblem. Both the fish and the ploughs are shown in white, the second major colour in the arms of Prince Edward Island. The border emulates that of the provincial flag. The flag is a banner of the town's arms.

HOW SELECTED: The town applied to the Canadian Heraldic Authority for a grant of a flag.

DESIGNER: Robert D. Watt, Chief Herald of Canada, Canadian Heraldic Authority.

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