



**William Bourque**  
**Franchisee**  
**Little Caesars**

Before becoming a Little Caesars Franchisee in Moncton, New Brunswick in 2006, Canadian-born William Bourque immigrated to the United States as a young man. Having worked for some time in various jobs he decided to join the U.S Marine Corps in September, 1963.

During his enlistment, William trained extensively in meteorology and became an aerologist for the Marine Corps.

Once William was honourably discharged from active duty, he moved back to Canada and pursued a career in meteorology with Environment Canada, becoming the Director of the Moncton Weather Office and then meteorologist for the French equivalent of CBC Newsworld (RDI), a position he still holds today.

Wanting to own his own business, William heard about the Little Caesars Veterans Program and decided to apply. He liked the strength of the Little Caesars brand and felt it would be well received by customers in Moncton. William received \$10,000 in benefits from Little Caesars and opened his store in Moncton which he runs with his son Bill.

William enjoys running his own business and dealing day to day with customers who visit his Little Caesars store looking for great value and convenience. "My son and I are excited to be part of the Moncton business community and provide our customers with high quality products at a great price," said William.