



WHAT IS THIS PROGRAM?

Connecting the visual image of the poppy with the sacrifice of service made by our veterans has been an important goal of the American Legion Auxiliary Poppy Program since its inception in 1921. On Memorial Day and Veterans Day, millions of red crepe paper poppies—all handmade by veterans as part of their therapeutic rehabilitation—are distributed across the country in exchange for donations that go directly to assist disabled and hospitalized veterans in our communities.

EVERYONE CAN HELP

Anyone can participate in National Poppy Day[®]. Here are a few simple ways:

- Wear a red poppy all day and tell everyone why.
- Distribute poppies to friends, co-workers and family and tell everyone why.
- Collect donations at your workplace to give to the Poppy Program. [CLICK TO BUY A COLLECTION CAN](#)

FACTS ABOUT THE POPPY

- After World War I, the poppy flourished in Europe. The red poppy flowers bloomed above the battle graves because the ground was cultivated (the soil was churned up and dug up for the graves and the same for the battle grounds) and that is what the dormant seeds that were beneath the ground all the time needed to make them grow.
- 2. In 1918, Moina Michael popularized the idea of wearing a poppy flower in memory of the war dead. She was moved by Lt. Col. McCrae's poem "In Flanders Fields," when she wrote the following response:
 - ... the blood of heroes never dies
 - But lends a luster to the red
 - Of the flower that blooms above the dead

MORE FACTS

On Remembrance Day, the poppy is worn to symbolize the sacrifices made by servicemembers around the world during World War I.

Poppies have a long history of being used to honor the dead, with them having roots in Greek and Roman mythology.

Financial Benefit

The financial benefit realized by our nation's veterans as a result of poppy distribution is huge; nearly 3.5 million American Legion Auxiliary poppies were distributed by units last year, raising \$2.1 million. Children are involved in spreading the poppy message, too. Poppy Poster Contests are held in local schools for students in grades 2 to 12. The Miss Poppy Contest is a fun event for Junior Auxiliary members who develop local programs to promote the Auxiliary memorial poppy.

POPPY ITEMS

AMERICAN LEGION EMBLEM SALES

