

# The Royal Canadian Legion



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## 2020 POPPY CAMPAIGN ACTIVITIES

**The National Poppy Campaign will be conducted October 30 to November 11, 2020**

The Royal Canadian Legion's 2020 National Poppy Campaign will begin on October 30<sup>th</sup>, following the tradition of launching the campaign on the last Friday in October.

**Because of the challenges presented by COVID-19 restrictions, Branch 100 will not be placing volunteers at business entrances or other public locations.** In all locations, traditional poppy boxes will be placed to accept donations. People can also donate through the Legion's National Website where donations may be directed to the Branch of choice.

Annually, close to 20 million dollars is donated during the National Poppy Campaign which goes directly into supporting Veterans. This is achieved through critical programs and initiatives pertaining to a range of issues such as homelessness, food insecurity, operational stress injury and the application process for receiving government benefits. Donated funds also support serving CAF members, their families, youth education programs that assist in promoting Remembrance. This year, Branch 100, Brighton donated over \$12,000 to various Legion approved trusts, bursaries, youth education and Cadets programs.

### Legion Masks

Also this year, the Legion has a non-medical mask for sale in response to the pandemic. To date, 40,000 masks have been sold, with more on order. The masks were designed by the Legion and are made in Canada. They will remain available during the Remembrance period and can be ordered through [poppystore.ca](http://poppystore.ca) or call the Branch @ 613-475-1044. Proceeds go to general revenue to support the work of the Branch.

***WEAR YOUR POPPY WITH PRIDE***

