



LETTER TO THE EDITOR

November 9, 2012

A SUCCESSFUL POPPY CAMPAIGN IN 2012

As we approach the final hours of our national Poppy Campaign, and on behalf of the millions of Canadians who have had the opportunity to wear a Poppy this year, I want to thank our more than 330,000 Legion members in more than 1,500 Legion branches across Canada, the United States and in Europe for their support and dedication for this campaign.

With an estimated 18 million Poppies worn this year, our efforts to remember the more than 117,000 servicemen and women who made the ultimate sacrifice have been recognized.

By making a donation and wearing a Poppy, Canadians of all ages support Canadian Forces and RCMP Veterans and their families as well as the many the communities where we live. The Poppy Campaign makes it possible for the Legion to operate a Service Bureau which acts as an advocate for Veterans and RCMP members and their families to ensure their quality of life is the best it can be.

Every year, the money collected through the Poppy Campaign is used to provide direct assistance for Veterans and their families who are experiencing financial distress. The funds are used to pay for food, accommodation, utilities, hospital comforts and dental and optical services. The Legion truly cares about all Veterans, not just by advocating on their behalf, but by engaging in everyday activities to make their lives better. In fact, our most recent records show more than \$13 million were disbursed as benevolent awards to Canada's Veterans and serving personnel.

Again, thank you to the thousands of Legion members who helped with our Poppy Campaign and to the millions of Canadians who have proudly supported our campaign this year. We are truly grateful.

We Will Remember Them,

Gordon Moore
Dominion President
The Royal Canadian Legion

For further information please contact Bruce Poulin at Dominion Command, The Royal Canadian Legion at (613) 591-3335 ext. 241 or by cell at (613) 292-8760.

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