



*To those who gave  
their lives that  
Freedom  
might prevail ...*

### THE POPPY REMEMBRANCE — CAMPAIGN —

Every year, for about two weeks prior to Remembrance Day — November 11th — The Royal Canadian Legion conducts the Poppy-Remembrance Campaign.

The poppy has long been associated with Remembrance of war dead. During the Napoleonic War a correspondent wrote of how thickly the poppies grew in the Flanders area over the graves of the dead; however, a Canadian medical officer was chiefly responsible for the poppy's association with Remembrance.

In 1915 Lieutenant-Colonel John McCrae came out of the line, following the Battle of Ypres, with 13 lines scrawled on a scrap of paper. Those lines were the poem, "In Flanders Fields". It was first published in PUNCH magazine in December of that year.

The poem inspired the United States Legion to adopt the poppy as a symbol of Remembrance in 1920. Although the poppy was first officially sponsored in Canada as a Remembrance symbol in 1921 by the Great War Veterans Association at the suggestion of a French woman, Madame Guerin, there is no doubt that McCrae deserves credit for its permanent association with Remembrance.

Poppy emblems were first made by Vetcraft Shops in 1922 under the sponsorship of the Department of Soldiers Civil Re-establishment.

Poppy material is still made by disabled veterans and their dependents at Vetcraft Factories in Montreal and Toronto operated by Veterans Affairs Canada. The work provides a small source of income and allows them to take an active part in maintaining the tradition of Remembrance.

The Poppy-Remembrance Campaign is intended to remind Canadians of the debt they owe to the 114,000 men and women who died in the military service of Canada during two world wars and the Korean War. Donations received during the campaign are placed in trust accounts and used throughout the year to assist needy veterans, ex-service members and their families. Former members of the Commonwealth and allied military services may also be eligible to receive benefits from these funds.

For every donation received, a symbol of remembrance is provided, either for personal or public display. These symbols include the lapel poppy, worn by individuals, and the wreaths laid at the cenotaphs and memorials across the country. Donations are not mandatory and in some case, as for example with school children, poppies are distributed by Legion members solely to perpetuate the tradition of Remembrance among Canadian young people.



### THE CENOTAPH

A single teardrop in his eye,  
He bows his head to pray.  
A proud Canadian veteran,  
On a cold November day.

Recalling now his memories,  
Of friends he made and lost.  
Fighting for our freedom,  
Where young lives were the cost.

He remembers the foreign battles  
So far away from home.  
He remembers the fallen heroes,  
And the fear of being alone.

He wipes away the teardrop,  
And slowly walks away.  
A proud Canadian veteran,  
On a cold November day.

Amy Taylor  
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**PLEASE WEAR A POPPY NOVEMBER 11 TO SHOW YOU REMEMBER**