



MEDIA ALERT

Celebration of National Poppy Day® — Friday, May 27, 2022

Honor the fallen and support the living

Wear a poppy to remember those who made the ultimate sacrifice and support the future of veterans, active-duty military and their families for generations to come.

WHEN: Friday, May 27, 2022

Interview Opportunity: [XX:00 a.m. – XX:00 p.m. NAME, title, Post#/American Legion Auxiliary Unit #]

WHERE: [POPPY DISTRIBUTION SITE, ADDRESS, CITY, STATE]

WHAT: EXAMPLE: The American Legion Family will be distributing poppies to the community at [LOCATION NAME(S)] for National Poppy Day®. Everyone is encouraged to make a donation in exchange for a poppy. All donations will provide support for the future of veterans, active-duty military and their families with medical and financial needs.

EXAMPLE: The American Legion Family will be hosting a drive through poppy distribution for the community at [LOCATION NAME(S)] in celebration of National Poppy Day®. Everyone is encouraged to stop by and make a donation in exchange for a poppy. All donations will provide support for the future of veterans, active-duty military and their families with medical and financial needs.

EXAMPLE: The American Legion Family and [NAME CITY/TOWN OFFICIAL] will be signing a proclamation bringing National Poppy Day® to [NAME OF CITY/TOWN].

EXAMPLE: The mayor of [NAME CITY/TOWN] will take part in a special poppy making event to show support for veterans in the local community. Mayor [NAME] will then hand out poppies at [LOCATION] on National Poppy Day® as the community joins together to honor the fallen and support the living.

WHY: By wearing a poppy on National Poppy Day®, we not only honor every servicemember who has died in the name of liberty, freedom and democracy, but we provide the opportunity to support veterans for generations to come. National Poppy Day® is an initiative supported by the entire American Legion Family, which includes The American Legion, American Legion Auxiliary, Sons of The American Legion, and the American Legion Riders.

ABOUT: The American Legion designated the Friday before Memorial Day as National Poppy Day®. This designation adds to the tradition found in many countries around the world. National Poppy Day® encourages all Americans to wear a red poppy to honor the fallen and support the living heroes who have worn our nation's uniform. The poppy is also the memorial flower of The American Legion Family.



The red poppy came to symbolize the blood shed during battle following the publication of the wartime poem “In Flanders Fields,” written by Lieutenant Colonel John McCrae, M.D. He wrote the poem while serving on the front-line during World War I to honor soldiers killed in battle.

For many years, The American Legion Auxiliary has distributed poppies with a request that the person receiving the flower make a donation to support local veterans, active-duty military personnel and their families with medical and financial needs.

About The American Legion



The American Legion is the largest wartime veterans service organization with nearly 2 million members in more than 12,000 posts across the nation. Chartered by Congress in 1919, The American Legion is committed to mentoring youth and sponsoring wholesome community programs, advocating patriotism and honor, promoting a strong national security, and continued devotion to servicemembers and veterans. Learn more at legion.org.

About the American Legion Auxiliary



The American Legion Auxiliary (ALA) is a community of volunteers serving veterans, military, and their families. Our members also support the mission of The American Legion in improving the quality of life for our nation’s veterans. Proud sponsor of ALA Girls Nation, National Poppy Day® and recognized for advocating for veterans on Capitol Hill, the more than 600,000 ALA members across the country volunteer millions of hours annually and raise millions of dollars in service to veterans, military, and their families. Founded in 1919, the ALA is one of the oldest patriotic membership organizations in the U.S.A. To learn more and to volunteer, join, and donate, visit www.ALAforVeterans.org.

[CONTACT]:



FOR IMMEDIATE RELEASE

[CONTACT]:

[EMAIL]:

[PHONE]:

**The American Legion Family encourages community to wear
a red poppy on National Poppy Day®, May 27, 2022**

*Wear a red poppy on National Poppy Day® as a symbol to honor the fallen
and support the living heroes who have worn our nation's uniform.*

[CITY, STATE, DATE], 2022 – With Memorial Day on the horizon, The American Legion Family reminds the public that Congress supports May 27, 2022 as National Poppy Day®. The American Legion encourages all patriotic Americans to wear or display a red poppy as a symbol of remembrance and hope.

“The American Legion Family is pleased to have brought National Poppy Day® to the United States,” said [_____, TITLE] of American Legion [Post #/Americacn Legion Auxiliary Unit #]. “Wearing a poppy the Friday before Memorial Day is a reminder to remember those who have made the ultimate sacrifice and is a symbol of hope for the generations to come who will answer our nation’s call to military service. It is important for Americans to remember that we have an entirely new group of veterans. Supporting them and their families is absolutely essential.”

The red poppy came to symbolize the blood shed by those who fought and those who continue to fight for our country following World War I. It was popularized by the publication of the wartime poem “In Flanders Fields.” Written by Lieutenant Colonel John McCrae, M.D. while serving on the front line in World War I, the poem honors soldiers killed in battle. In 1920, the poppy became the memorial flower of The American Legion Family.

Each year, members of The American Legion Family, led by The American Legion Auxiliary, distribute poppies with a request that the person receiving the flower make a donation. All donations received on National Poppy Day® will be used by The American Legion Family to support the future of local veterans, active-duty military personnel and their families with medical and financial needs.

For more information about National Poppy Day® and to purchase poppy-themed items please go to [Legion.org/poppyday](https://legion.org/poppyday).

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