



Media Release

DEPARTMENT OF STATE

Street Address, City, State ZIP Code

www.ALAforVeterans.org (and your unit's website, if available)

Contact: [Chairman], [Chairman's Phone Number]; [Chairman's e-mail Address]
for [Department President's Name]

[DATE]

FOR IMMEDIATE RELEASE

American Legion Auxiliary Unit [UNIT #] encourages [INSERT CITY NAME] to honor fallen warriors on National Poppy Day®

[CITY]—Honor our fallen warriors and contribute to the continuing needs of our veterans on National Poppy Day®, May [FRIDAY BEFORE MEMORIAL DAY] from [INSERT TIME a.m./p.m.] at [LOCATION] when members of American Legion Auxiliary (ALA) Unit [INSERT UNIT #] distribute bright red poppies in exchange for a donation. The Flanders Fields poppy has become an internationally known and recognized symbol of the lives sacrificed in war and the hope that none died in vain. The American Legion Family called upon Congress to proclaim the Friday before Memorial Day as National Poppy Day, which was officially designated as such in 2017.

“Wearing the poppy on National Poppy Day and throughout Memorial Day weekend is one small way to honor and remember our fallen warriors who willingly served our nation and made the ultimate sacrifice for our freedom,” said ALA Unit [INSERT UNIT #] President [INSERT NAME]. “We must never forget.”

The poppy also honors hospitalized and disabled veterans who handcraft many of the red, crepe paper flowers. Making the poppies provides a financial and therapeutic benefit to the veterans, as well as a benefit to thousands of other veterans.

When The American Legion Family adopted the poppy as its memorial flower in the early 1920s, the blood-red icon became an enduring symbol of honor for the sacrifices of our veterans from the battlefields of France in World War I to today's global war on terror. The American Legion Auxiliary raises about \$4 million each year distributing poppies throughout the nation, with 100 percent of the funds raised going directly to help veterans, military, and their families.

For more information, call [preferably a number where media or interested persons can reach someone during day and evening hours].

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.

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