



Poppy Campaign Kicks Off Friday

Date: Thursday, October 24, 2019

For Immediate Release

VICTORIA, BC — Each year, the City of Victoria takes time to honour those who have served our country. As in years past, City Council will help kick off the start of the Poppy Campaign with a flag raising at City Hall.

Local veterans and members of the Canadian Legion will raise the Poppy Flag and pin the first poppy on Mayor Lisa Helps to symbolize the official start of the annual fundraising campaign.

MEDIA OPPORTUNITY:

What: Raising of the Poppy Flag
When: Friday, October 25, 2019 at noon
Where: Flag Pole in Centennial Square

The Poppy Campaign is staffed entirely by volunteers through the Canadian Legion. Funds are used to provide financial assistance to serving and former Canadian Armed Forces and their families who are in need. Poppies will be available by donation at City Hall.

First observed in 1919, “Armistice Day” commemorated the armistice agreement that ended the First World War on Monday, November 11, 1918, at 11 a.m., the eleventh hour of the eleventh day of the eleventh month.

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For More Information:

Bill Eisenhauer
Head of Engagement
250.858.1061
beisenhauer@victoria.ca