

BC/YUKON COMMAND
The Royal Canadian Legion

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October 10, 2025

TO: All Branches
For Information of Members of Command Executive Council

FROM: Michelle Courtney, Executive Director, BC/Yukon Command

SUBJECT: Poppy Campaign Update #1

Memo 58.25

Comrades,

The Poppy Campaign is fast approaching and we would like to keep you updated on some of the exciting corporate partnership opportunities organized by Dominion and BC/Yukon Command.

Corporate Partnerships – Dominion Command

The 2025 National Poppy Campaign webpage on the Legion Member Services website contains the most up-to-date information on the Poppy Campaign. Please log in to the Membership Portal or click this link to find all you need to know about our national corporate sponsors: [2025 National Corporate Sponsors](#)

Provincial Partnerships – British Columbia

We have secured agreements with the following partners for Poppy canvassing outside their locations from October 31 - November 11:

- **BC Ferries** – BC Ferries has agreed to allow outside tagging at their facilities. They ask that Branches reach out to their local terminals and make arrangements – BC/Yukon Command will assist by providing participating Branches with contact information soon. An authorization letter is not being provided as they are not required.
- **TransLink** – BC/Yukon Command and TransLink are finalizing an agreement to allow tagging outside their Fair Paid Zones. An authorization letter will be shared once provided.

Due to the current strike, it is unknown at this time whether BC/Yukon Command will partner with BC Liquor stores this year – we will share additional information once available.

National Youth Remembrance Contests

The Legion National Foundation, with the support of The Royal Canadian Legion, is running the National Youth Remembrance Contests again this year. For full contest information, resources, and submission procedures, please refer to Circular 54.25 or visit:

- Legion National HQ: [National Youth Remembrance Contests](#)
- BC/Yukon Command: [Information for Students](#)
- Branch Corner: [Information for Schools and Branches](#)

Remembrance Day Ceremony Locator

Branches can now submit information on their Remembrance Day ceremonies to Dominion Command, to be included in the National Locator. To submit a ceremony:

1. Visit: <https://legion.ca/add-your-ceremony>
2. Enter your email address.
3. Fill in the contact information of the person submitting the ceremony (they will receive a confirmation email once the ceremony is approved).

4. Fill in the ceremony submission form as completely as possible, including date, time, and description of the ceremony.
5. Preview your submission and edit if necessary – then submit!

The National Locator can be found [here](#) – see where ceremonies are happening across the country!

Promotional Flyers and Social Media Posts

- The Provincial Membership, Marketing & PR Committee has created flyers and social media posts for your Branch to use for this year's Poppy Campaign, attached to this circular.
- Dominion Command has also created Poppy Campaign posters, available for download on the [2025 Poppy Campaign webpage](#).

Canada Post Strike – Helpful Tips:

- In the past, some Branches mailed Poppies to their members with a donation letter. As a reminder, donations to the Poppy Fund can be made year-round – donation letters can be mailed after Canada Post resumes.
- Some newspapers and other print materials are still being delivered regularly – we encourage Branches to submit their Poppy Campaign and Remembrance Day Ceremony information as articles or flyers to these publications.
- If someone opts to donate to the Poppy Campaign online on [BC/Yukon Command's website](#), they can select a specific Branch's Poppy Fund by using the dropdown under "Donation Preference."

For questions, please contact the BC/Yukon Command office at info@legionbcyukon.ca or by phone at (604) 575-8840.

In comradeship,

Michelle