



**LIQUOR
DISTRIBUTION
BRANCH**

Date: October 6, 2025
To: Michelle Courtney, Executive Director
From: Shaina Walker, Senior Manager, Marketing & Advertising
Re: The Royal Canadian Legion Poppy Campaign

We are pleased to inform you that **The Royal Canadian Legion** has approval to canvass outside of all BCLIQUOR (BCL) stores in support of their annual Poppy Campaign, beginning **October 31 up to and including November 11, 2025.**

The Royal Canadian Legion must receive approval from shopping center management if the liquor store is located in a shopping center. Also, approval from the respective municipality may be required.

BCLIQUOR and its employees are not responsible for the funds collected. Funds are not to be kept in stores after hours.

We are pleased to continue to support The Royal Canadian Legion's annual Poppy Campaign and wish your canvassers every success in their fundraising efforts.

Sincerely,

Shaina Walker

Shaina Walker
Senior Manager, Marketing & Advertising
BCLIQUOR