BC/YUKON COMMAND
The Royal Canadian Legion
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info@legionbcyukon.ca or visit us at www.legionbcyukon.ca
October 9, 2026

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 66.26

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.

A friendly reminder that the Poppy Campaign will start on Saturday, October 24th.

Corporate Partnerships – Dominion Command
The 2026 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: 2026 National Corporate Sponsors

Provincial Partnerships – British Columbia
We have secured agreements with the following partners for Poppy canvasing outside their locations from October 24 - 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. 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.
- **BC Liquor & Cannabis Stores** – BC Liquor & BC Cannabis Stores have provided approval for tagging to occur outside all locations starting October 24th. Please print copies of the attached letters and provide to volunteers who will be canvassing at these locations.

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 63.26 or visit:

- Legion National HQ: National Youth Remembrance Contests
- BC/Yukon Command: Information for Students
- Branch Corner: Information for Schools and Branches
- The deadline to submit an entry to a branch is November 15th

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!

Helpful Tips:

- Anyone can donate to the Poppy Campaign online on BC/Yukon Command's website and select a specific Branch's Poppy Fund by using the dropdown under "Donation Preference."
- Branches may receive requests from organizations or groups wishing to lay a wreath or participate in local ceremonies. Please be mindful when considering these requests to ensure that participating organizations and groups share the values and principles of The Royal Canadian Legion. If you have any questions or concerns, please contact BC/Yukon Command for further guidance.

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

In Comradeship,

Michelle

BRITISH COLUMBIA | **LIQUOR DISTRIBUTION BRANCH**

Date: October 6, 2026

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 24 up to and including November 11, 2026.**

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

BC CANNABIS STORES

Date: October 6, 2026

To: Michelle Courtney, Executive Director

From: Tony Main, Director, Store Operations, BC Cannabis Stores

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 BC Cannabis Stores (BCCS) in support of their annual Poppy Campaign, beginning **October 24 up to and including November 11, 2026.**

The Royal Canadian Legion must receive approval from shopping centre management if the BCCS is located inside a shopping centre. Also, approval from the respective municipality may be required.

BCCS 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,



Tony Main

Director, Store Operations
BC Liquor Distribution Branch