

**NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
OCTOBER 12-13, 2016**

Resolution No. 4: Establish National Poppy Week

Origin: Marketing Commission

Submitted By: Finance Commission

WHEREAS, The American Legion and the American Legion Auxiliary have long utilized the red poppy in memoriam to promote reverence for our military who sacrificed their lives for our freedom, and long promoted remembrance of our veterans for their sacrifices in service to our country; and

WHEREAS, The American Legion Auxiliary and Legion Family have long utilized the red poppy as its official flower symbolizing the blood shed by those who have served in our U.S. military, and distributed poppies for donations as a symbolic homage to honor our military and veterans; and

WHEREAS, Resolution No. 3 adopted by The American Legion National Executive Committee in May 2014 expanded the Legion's Poppy Fund Program Rules providing more flexibility for the Poppy Program with expanded options, including who may make the poppies or poppy items, and allowing Poppy Funds to benefit both veterans and active-duty military as provided in the expanded Poppy Rules, creating new opportunities to pay homage to our veterans and military via the symbolism of the red poppy; and

WHEREAS, It is fitting that as The American Legion and the American Legion Auxiliary approach our 100th anniversaries, we expand the meaning and symbolism of the poppy with an official National Poppy Week declared by Congress, providing greater opportunities for The American Legion and the American Legion Auxiliary to mirror the manner in which the poppy is symbolically showcased in England and Canada in celebratory fashion on their Remembrance Day, also known as Armistice Day and Poppy Day; and

WHEREAS, That the American Legion Auxiliary National Executive Committee at its meeting August 27, 2016 in Cincinnati, Ohio, voted to establish a National Poppy Day and directed national leaders to work with The American Legion in promoting federal legislation to establish a National Poppy Day, ideally to be observed on the Friday before Memorial Day; now, therefore, be it,

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on October 12-13, 2016, That The American Legion and American Legion Auxiliary further advocate a Congressional declaration establishing a National Poppy Week around Memorial Day, starting the Monday before and continuing through Memorial Day, to bring greater significance to the poppy as a symbol of the sacrifice our veterans make for our freedom.