

WE ARE GRATEFUL THIS MEMORIAL DAY...

FOR THE SACRIFICE THAT MAKES IT POSSIBLE TO CELEBRATE OUR FREEDOM

WHY THE RED POPPY?

FOLLOWING ONE OF THE BLOODIEST
BATTLES OF WORLD WAR I, THE SOIL
AROUND THE TRENCHES & GRAVES OF
FLANDERS FIELD WAS CHURNED AND
AERATED BY THE SOLDIERS' BOOTS.

THIS ACTIVATED THE DORMANT
SEEDS OF THE RED POPPY, WHICH
SPROUTED ABUNDANTLY, SCARLET
RED, BRINGING FORTH NEW LIFE
FROM DEATH. ONCE THE WAR WAS
OVER, THE POPPY WAS ONE OF THE
ONLY PLANTS TO GROW ON THE
OTHERWISE BARREN BATTLEFIELDS.

THE VETERANS OF FOREIGN WARS
(VFW) SELL RED "BUDDY POPPIES"
EACH MEMORIAL DAY TO SUPPORT
VETERANS IN NEED AND HONOR
THOSE WHO HAVE DIED FIGHTING
FOR OUR FREEDOM. THE RED POPPY
WAS ADOPTED AS THEIR OFFICIAL
MEMORIAL FLOWER IN 1922.

Olivers
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