

Press Release – For regional and local publicity



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For immediate release

## DOVER POPPY APPEAL LAUNCH RETHINK REMEMBRANCE

The Poppy Appeal 2017 launched today in Dover as The Royal British Legion once again this year encourages people to rethink what Remembrance means. The poppy and the work of the Legion are often associated with the First and Second World Wars and elderly veterans, however the charity is calling on the public to reconsider what the poppy stands for and wear it in support of the Armed Forces community, past and present.

The call to think differently about our Armed Forces community when you make your donation came from Cllr Sue Chandler, the Chairman of Dover District Council who helped launch the Legion's Kent Poppy Appeal at Dover Town Hall on Friday 27 October.

Cllr Chandler met guests from the Royal British Legion and other local partners who have helped produce the area's fantastic Knitted Poppy Appeal carpet. The Knitted Poppy Appeal was launched in August this year, when Dover District Council, with the Royal British Legion, Dover Arts Development and Dover Big Local, invited everyone to get out their knitting needles and get involved.

Cllr Sue Chandler, Chairman of Dover District Council said: 'When you wear your poppy this year, we're asking you to think of the many ways the Legion uses your donation to support the Armed Forces community. Veterans, serving personnel and their families live in communities all across the UK, and the Legion's work is happening all around you.'

'We already recognise the poppy as a symbol of Remembrance, but it also represents hope. The poppy bloomed on the battlefields of northern Europe during the First World War despite the destruction, and it is that life force growing in the most difficult of circumstances that connects the poppy with the message of hope. The Legion is that hope, and they are there wherever and whenever they are needed. Every donation received will make a real difference to the lives of service men and women, veterans and their loved ones.'

The fundraising target in Kent is £1.75million, which will go towards the Legion's national target of £47 million to continue its vital work delivering practical help, through life care and support to the Armed Forces community.

In the last year, the generosity of the British public helped the Legion answer more than 1,077,019 requests for help. The Legion uses donations to offer support in many ways including providing crisis grants, researching the long lasting impact of blast injuries on the body, lobbying the government on issues that affect our community, sport and art based recovery programmes and advising on benefits and money problems.

The Royal British Legion's Director of Fundraising Claire Rowcliffe said: *"The Poppy Appeal 2017 is encouraging the public to recognise that your poppy supports the Armed Forces community past and present, and is a symbol of both Remembrance and hope."*

"The work of the Legion is as relevant and vital today as it was in the aftermath of the First World War when the charity was founded. The donation for your poppy will help the Legion support today's Armed Forces community through hardships, injury and bereavements."

“We’re encouraging people to dig deep for this year’s Poppy Appeal to help us raise £47 million. The Legion’s work is entirely dependent on the public’s generous support – so please wear your poppy with pride, knowing that you are helping the Armed Forces community to live on.”

ENDS

Notes to Editors:

The Royal British Legion’s work is encapsulated in its motto: Live On – to *the memory of the fallen and the future of the living*. The Legion is the nation’s biggest Armed Forces charity providing care and support to