



The Story of The Memorial Poppy

The Poppy was first chosen as The American Legion's memorial flower at the 1921 National Convention and was worn in memory of the men who lost their lives in World War I.

Picture vast armies on two sides in a long four year battle, along a double line of trenches. This was Europe from 1914 to November 11, 1918. In this area of death and destruction, hundreds of thousands of American boys advanced in 1917 and 1918 determined to put an end to the horrible war. You all know the story of how they did end the war, restoring peace and liberty to subjected peoples. But, many thousands of fine young lives were required to complete the task.

The one bright color on the shell torn fields and hills of these war-torn areas was the little, red poppy. On the edges of the trenches, in the ragged shell holes, brave little poppies grew and bloomed on the graves of those men buried in the sacred plots of French soil, which was Flanders Field. Remembrances of the cheery bright red flowers returned to America with our boys. And so, the poppy became the symbol of the dead, their memorial flower. It became the sign that the high ideals for which these brave young men gave their lives, still live, and are honored.

Soon a double significance was attached to our memorial poppy. Disabled veterans quickly learned to assemble poppies while growing well again. In Illinois, The American Legion and Auxiliary are united in our efforts to help those hospitalized veterans within our state. Through the winter months, cut materials are delivered to these veterans and soon boxes of bright red poppies are ready for a big distribution in May. And when payday arrives, what a thrill to receive their pay for a job well done! And what a joy it is to wear a poppy made by a disabled veteran, when you know the money it brought him filled a desperate need.

All money taken in over expenses is returned to the veterans and their families through our service program. Since the *wars, we find our organizations carrying on for another generation.

At the present time, thousands of veterans are confined to beds in Illinois hospitals and we have not as yet reached the peak of hospitalization. By the time Poppy Day arrives, many more veterans will be added.

That is why each year, prior to Memorial Day, millions of Americans wear little red poppies in memory of those who have died in all wars and to assist in the rehabilitation of those veterans who are now hospitalized suffering from wounds and illness.

This is the story of our Memorial Poppy, millions of which are distributed by unpaid, volunteer workers on Poppy Day. Please remember by wearing a Poppy!

***World Wars I - II, Korea, Vietnam, Lebanon, Grenada, Panama Canal and Persian Gulf.**

RULES FOR THE AMERICAN LEGION SCHOLARSHIP CONTEST

The judges for this contest shall be selected by the Chairman of the Poppy Committee, The American Legion, Department of Illinois, to include one or more of the following:

- Artist and or Art teacher
- Legion member
- Auxiliary member

The Poppy committee reserves the right of Final Selection.

**PUBLISHED BY
The American Legion
and
American Legion Auxiliary
State of Illinois**

Revised - October 2012

POPPY POSTER CONTEST RULES



(NOTE: In accordance with the rules for the Poppy Poster Contest, the Poppy is to be in this correct shade of red and have four red petals, no leaves, and a center of black and/or green.)

In order to better acquaint all interested persons with the purpose of "**POPPY DAY**", sponsored by The American Legion and American Legion Auxiliary, each year in Illinois, we are setting forth in this pamphlet "**THE STORY OF THE MEMORIAL POPPY**." In this way we hope to assist the school children entering posters in the "**POPPY POSTER CONTEST**," which is a vital part of the publicity of the program, to better know the origin and purpose of the POPPY.



**THE AMERICAN LEGION
AND AMERICAN LEGION AUXILIARY
RULES FOR THE POPPY POSTER CONTEST**

1. Contest shall be sponsored by a Post and/or Unit in schools. However, when this activity is not conducted by schools, other youths, including Junior American Legion Auxiliary members may participate under the direct supervision of a Post or Unit.
2. Contest shall have 10 Grade Levels: 4th through 12th and Developmental Disability pupils - students to be classified as Developmental Disability pupils, or those who are in special education classes in our school systems-
 - (a) A student in a special education class for developmental disability pupils.
 - (b) A student recommended for developmental disability class, who has not been admitted due to a waiting list or various other casual factors.
 - (c) A child identified as developmentally disabled, but not in a special education contingent upon discretion of school officials.
3. **Each Post and/or Unit may submit one 1st place prize-winning poster from each grade to Department Headquarters of the American Legion Auxiliary and must be received no later than the third Friday in April.**
4. **POPPY POSTERS:**
 - (a) Subject: **The words "The American Legion and American Legion Auxiliary" MUST be incorporated in the design of the poster;** these words shall not be included in the ten-word count of the slogan.
 - (b) Each poster shall have a fitting slogan which must not exceed ten (10) words. The articles "and" "a", "an", and "the" are not to be counted in the ten. The words "Buddy" and "buy" cannot be used.
 - (c) Each poster must carry a picture of the Flanders Poppy with the stem showing, in the correct color (i.e.: 4 red petals; no leaves, center black and/or green, stem green-See front page for example of colors). **Main emphasis of the poster must be the POPPY.**
 - (d) The poster MUST be on poster board.
 - (e) The posters shall measure 12 inches wide by 18 inches high or 18 inches wide by 12 inches high.
 - (f) **The United States Flag may be used so long as there is no infraction of the Flag Code. (i.e. Do not cover flag with images or lettering.)**
 - (g) In judging Posters, the following scale shall be used:
 - (1) Poster appeal. 50%
(layout, message, originality)

- (2) Artistic ability (design and color). . . . 40%
- (3) Neatness 10%
- (h) Media, used for Poppy Posters (ALL GROUPS), must be tempera, water colors, crayons, oil paint, handmade paper cutouts, ink or cut textures, acrylics or markers. Computer graphics are not eligible.
- (i) Veteran-made poppy "In Memoriam" labels CANNOT be used in the Poppy Poster contest as cutouts.
- (j) The following information MUST BE INCLUDED on the back of each poster:
 - **Print or Type Name, Address, Phone #, Age, and Grade.**
 - **Legion Post or Auxiliary Unit name and number, District and Department (State).**
 - **Specify Grades 4th through 12th and Developmental Disability Students.**
 - **School Name and Address (location) and Phone #.**
- (k) No humorous or facetious drawings or slogans shall appear on any Poppy Poster.
- (l) If the Cross is used on the poster, the Star of David shall also be included, separately.
- (m) The Poppy Poster must be the work of one individual only.
- (n) All posters are to be submitted flat, if rolled they will not be judged. **Send to:**

<i>If by U.P.S. -</i> American Legion Auxiliary 2720 E. Lincoln St. Bloomington, IL 61704	<i>If by U. S. Mail -</i> American Legion Auxiliary P.O. Box 1426 Bloomington, IL 61702-1426
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5. **PRIZES TO BE AWARDED:**
 Department Poster Winner shall be Judged first.
The Grand Prize will be \$500.00. No other grand prize will be awarded to the Grand Prize Winner.
 The American Legion, Department of Illinois will award the following prizes per grade in **Grades 4th through 9th and Development Disability Students:**
 - 1st Place - \$50.00**
 - 2nd Place - \$35.00**
 - 3rd Place - \$25.00**
 The American Legion, Department of Illinois will award the following prizes per grade in **Grades 10th, 11th and 12th:**
 - 1st Place - \$300.00**
 - 2nd Place - \$200.00**
 - 3rd Place - \$100.00**
6. All posters submitted will become the property of the Poppy Committee of The American Legion, State of Illinois and will not be returned.

**THE FOLLOWING INFORMATION
MUST BE INCLUDED
ON THE BACK OF EACH POSTER**
(Please type or print legibly)



NAME _____

ADDRESS _____

PHONE # _____

AGE: _____ GRADE: _____

LEGION POST -
(Name & Post #) _____

~ AND ~

AUXILIARY UNIT -
(Name & Unit #) _____

DISTRICT # : _____

DEPARTMENT (STATE) _____

SCHOOL NAME: _____

SCHOOL ADDRESS: _____

SCHOOL PHONE #: _____