



Human Resources
Corporate Office
12258 Coleraine Drive
Bolton, Ont., L7E 3A9
www.thebeerstore.ca

November 1, 2021

Ms. Lisa Dinsmore
The Royal Canadian Legion
89 Industrial Parkway North
Aurora, ON
L4G 4C4

Dear Ms. Dinsmore,

Update Re: Tagging & 2021 Poppy Campaign

On behalf of Ted Moroz, Beer Store President, I am writing to you regarding our continued support for the Royal Canadian Legion as well as the annual Poppy Campaign. Our long-standing support of the Legion is steadfast, and it is an essential commitment to both our customers and our employees.

Covid and the various restrictions to keep our employees and customers safe have been complicated. I understand this has had an impact on the annual Poppy Campaign.

We have agreed to have the new electronic Poppy boxes in-store and do what we can to support the 2021 campaign.

We have had an opportunity to review the request to have tagging at our retail locations and would like to provide an update.

Please be advised that fully vaccinated volunteers may stand outside of Beer Stores across Ontario and tag as part of the 2021 Poppy Campaign. Please ensure that the volunteers know that they will need to wear a mask when interacting with customers and employees. The safety of our employees, the public, and any volunteers at our locations is of the utmost importance.

We understand there may have been a misunderstanding between a local Legion and a local store. We apologize for any miscommunication regarding the 2021 Poppy Campaign.

As always, we look forward to providing ongoing support to The Royal Canadian Legion and are happy to continue to have poppy coin boxes at all our retail stores across the province during the Remembrance Day period. We wish you much success with your 2021 fundraising efforts.

Thank you,

Laurie Little

Laurie Little
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