

LCBO

October 7th, 2022

Lisa Dinsmore
Royal Canadian Legion
Poppy Committee Secretary Ontario Command
Re: Poppy Campaign 2022

Dear Lisa,

As part of LCBO's longstanding commitment to working with our veterans and supporting the Royal Canadian Legion's annual Poppy campaign, we permit Legion Branches to display countertop collection poppy and Tap Tribute boxes at cash in all LCBO retail stores, and allow Legion Volunteers to tag within and around our stores, from October 28 – November 11, 2022.

Privileges for tagging within and around the store can be arranged through the local store or district managers. Poppy Chairmen are requested to contact their local store manager in order to confirm these arrangements.

We are committed to supporting the great work the Royal Canadian Legion does through the annual poppy campaign and welcome Legion volunteers and Poppy boxes into our LCBO stores.

Regards,



Aaron Campell

Chief of Staff & Vice President, Corporate Affairs, Strategy & Sustainability,
President & CEO, LCBO

Aaron Campbell

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