

# LCBO

August 1, 2023

Lisa Dinsmore  
Royal Canadian Legion  
Poppy Committee Secretary Ontario Command  
Re: Poppy Campaign 2023

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 27 – November 11, 2023.

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**

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

[aaron.campbell@lcbo.com](mailto:aaron.campbell@lcbo.com)

100 Queens Quay E, 9th Floor  
Toronto, ON, M5E 0C7