



The Royal British Legion Centenary Poppy Campaign in Partnership with B&Q

Background: The idea behind this campaign originated in the Greenhithe and Swanscombe branch. There were strong social and digital media posts about planting of poppy seeds, which led to a meeting between the MOD and B&Q to discuss an initiative. After this meeting Greenhithe and Swanscombe and key individuals from The Royal British Legion were invited to meet with the MOD to discuss a partnership with B&Q.

Partnership Overview: The national campaign will see the Legion asking the public and local authorities to purchase Flanders poppy seeds from B&Q to plant on their own land.

The campaign will see the UK awash with poppies during the centenary period in commemoration of all those who lost their lives in WWI.

Launch Date: Seeds will be available in B&Q stores from Wednesday 23rd October 2013, throughout 2014 and beyond.

Launch Activity: As the national corporate partner for the Centenary Poppy Campaign, B&Q will be working with RBL to launch the partnership and promote the seeds through social media, online promotion and national press.

Price: Each pack will be sold for £2 with a £1 donation to The Royal British Legion

Exclusivity: In order to maximise the success of the partnership, we have an exclusive agreement in place with B&Q, and as such the charity is not able to be involved with any other seed companies at this time.

Stores: Each store will stock at least 30 packets of seeds (larger stores will stock 60) and these will be replenished on a weekly basis. You can find your local store on their website. http://www.diy.com/diy/jsp/bg/templates/content_lookup.jsp?content=/bg/stores/store_finder.jsp&linktype=topnav_storefinder

Bulk Orders: If Local Authorities or Community Groups wish to support this campaign and would like to bulk order, they will need to go to their local store's customer collection point and place their order. These should then be available for them to collect within one week.

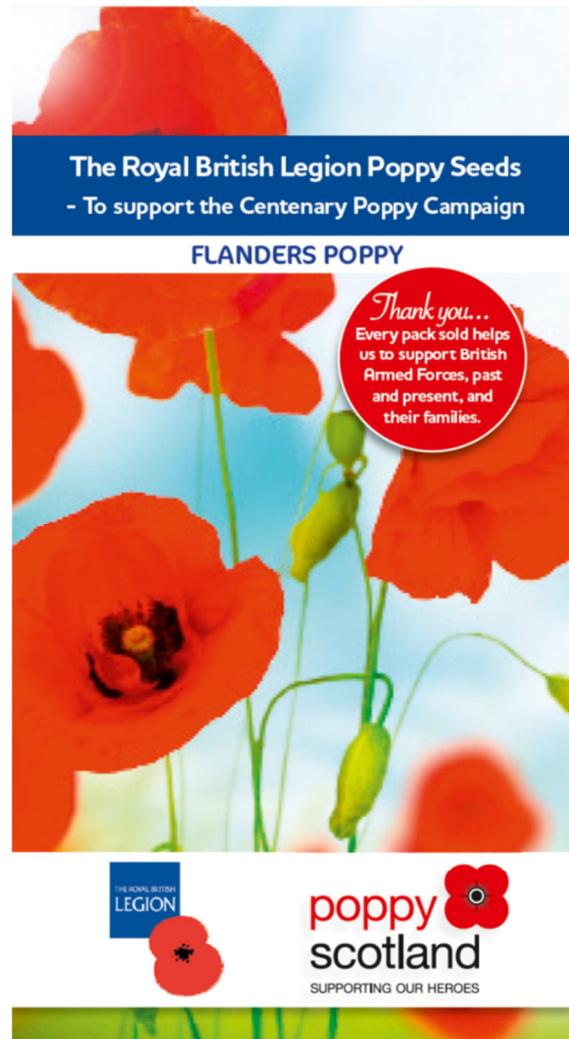
Greenhithe and Swanscombe Branch: As highlighted about the idea for the campaign was initiated by members of the Greenhithe and Swanscombe Branch of the Legion. They are now working alongside the national charity to implement the scheme in communities across the UK. The money raised this year is going to the Greenhithe and Swanscombe Branch Poppy Appeal. However all public enquiries about this should be given the following response:

'The funds raised by the campaign will go towards the £1.6million the Legion spends each week on vital care and support to the Armed Forces community.'

Poppyscotland: This is a UK wide campaign and as such monies raised from the sale of seeds in B&Q stores in Scotland will go to Poppyscotland.

Please encourage members, supporters, friends and family to get behind this campaign and purchase a packet of seeds from their local B&Q to sow in their gardens*

* Seeds should not be used near agricultural areas or sites of scientific interest, please plant on your land only.



USEFUL CONTACTS

If you have any further questions please contact:

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