

Gold Leaf Poppy

As part of the biggest Poppy Appeal in history The Royal British Legion has launched a limited edition 'Gold Leaf' Poppy.

Identical in size and shape to the traditional paper Poppy the leaf is printed with '1918-2018', referencing the 100 years that have passed since the end of the First World War. 7 million of these limited edition poppies, accounting for approximately 1 in 6 of the poppies available to the public, have been distributed and are available from Poppy collectors across the country.

The Royal British Legion's Director of Fundraising, Claire Rowcliffe said: "We thought it poignant in the year we mark the end of the First World War centenary to launch a special version of our paper poppy for the Poppy Appeal, something we have never done before. There are 7 million in the 40 million we distribute during the Remembrance period, and we look forward to seeing those who find one wearing their special poppy with pride."

It is hoped that the limited edition nature of these Poppies will encourage people to actively search for the special poppies and show their support for the First World War generation – those who served, sacrificed and changed our world.

