

## **NEW-LOOK POPPIES TO KICK-START SCOTTISH POPPY APPEAL**

Over four million poppies left the famous Lady Haig's Poppy Factory in Edinburgh today (5 October), in preparation for Poppy Week 2007.

29 veterans with disabilities, employed by the Factory, hand-assemble the remembrance poppies, which are then sold by Poppyscotland volunteers across the country. The proceeds raised are spent on a variety of services that provide support to veterans and their dependants living in Scotland.

However, this year's Appeal will also see the launch of two new and improved designs, which offer better safety, quality and cost-effectiveness. For the first time, the traditional pin poppy will be replaced by plastic-stemmed and 'stick-on' poppies.

The plastic-stemmed poppy will be sold along with a dressmaker's pin and the 'stick-on' poppy comes with an adhesive backing that can be stuck directly on to the wearer's clothing.

Poppyscotland's Chief Executive, Jim Panton, explained the reasons behind the new designs: "The pin that we used to use was the single most expensive part of the poppy. By using other materials, we will make significant savings and we believe that the money saved is better spent on offering urgently-needed support for ex-service men and women living in Scotland."

Jim Panton also added that the new designs are safer and more robust, making them less likely to be damaged in transit.

Last year, over four million poppies were distributed throughout Scotland, the largest number in the organisation's history. Jim Panton stated that this was a great achievement but that he hoped that Poppyscotland would be able to build on this success in 2007.

He said: "The need for Poppyscotland's assistance is even greater today than in recent years as a result of the UK's involvement in Iraq and Afghanistan.

"Last year the support from the public was tremendous and we hope that this year's Poppy Appeal will be even more successful, making 2007 our best year yet."

Ends

Notes to Editors:

**Poppyscotland** (formerly The Earl Haig Fund Scotland) was founded in 1921 to provide practical help to ex-Service men and women and their dependants living in Scotland. Money raised from its annual Scottish Poppy Appeal and other fundraising activities is spent on:

Providing direct financial assistance to individuals  
Funding an advice service, including pension claims and appeals  
Supporting employment of veterans with disabilities in Lady Haig's Poppy Factory  
Grants and research for organisations that deliver specialist support to veterans

The new poppies, like the previous versions, were made in Edinburgh's Lady Haig Factory, which has employed veterans with disabilities since 1926.

To find out more about Poppyscotland, see [www.poppyscotland.org.uk](http://www.poppyscotland.org.uk)