

Poppyscotland News Release

Friday 4 September 2009

FORMER MANAGER CRAIG BROWN JOINS FORCES TO LAUNCH RETRO SCOTLAND POPPY SHIRTS

Former Scotland manager Craig Brown today (4 September) joined soldiers from the Royal Regiment of Scotland in Glasgow's George Square to launch retro poppy-branded football shirts.

A choice of two shirts (from 1967 and 1978) have been produced by Subside Sports and were launched to coincide with Scotland's matches with Macedonia and Holland. Each emblazoned with the iconic Scottish poppy, money made from the strips will go to Poppyscotland, the organisation behind the Scottish Poppy Appeal.

The charity provides vital support to veterans and their families, through direct financial assistance and also by providing grants to charities that deliver specialist veterans' services, such as Combat Stress and Erskine.

Speaking at the launch, Craig Brown said: "I am proud to launch these shirts today in support of Poppyscotland. Our Servicemen and women do a great job, facing many dangers and, sadly, some make the ultimate sacrifice. Many more come home with physical and emotional scars and Poppyscotland is there to support them.

"These shirts will allow football fans to show their support for Scotland's veterans."

Poppyscotland Chief Executive, Ian McGregor, explained he was delighted with this new opportunity to raise funds. He said: "We need to raise funds all year round to continue our work. Many veterans struggle to readjust to civilian life and may suffer from a number of issues, including physical, psychological and financial difficulties.

"We hope that the shirts offer football fans a different way to make a difference to the lives of veterans."

The strips are now on sale for £34.99 each from www.poppyscotland.org.uk, with £5 from each sale going to Poppyscotland.

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Notes to editors:

Poppyscotland is the organisation behind the annual Scottish Poppy Appeal and provides year-round support to veterans and their families.

Visit www.poppyscotland.org.uk