

Poppyscotland News Release

SCOTLAND SHOWS IT CARES WITH GIANT DISPLAY OF POPPIES

Photo opportunity:

Wednesday 5 November, 10am: Omni Centre, front centre entrance

A giant display of poppies is on display in Edinburgh's Omni Centre as part of a campaign to show that Scotland cares about veterans and their families.

Poppyscotland, the organisation behind the annual Scottish Poppy Appeal, has been overwhelmed by the response to a letter sent to 45,000 potential donors, asking them to return a 'pop-out' poppy with messages of remembrance, respect or support for the Armed Forces, veterans or loved ones.

On Wednesday 5 November Korean veteran Eric Gurr will be at the Omni Centre to write his own message. Eric features in Poppyscotland's Who Cares poster and tv advertising campaign, which focuses on helping elderly veterans, injured veterans and the children of those that have served in the Armed Forces.

Poppyscotland expects to receive 6,000 poppies and donations of £50,000 from the mailing.

Poppyscotland's Head of Fundraising, Colin Flinn, said: "The response has been fantastic. It demonstrates that Scotland indeed does care. We need to raise as much money as possible during this year's Scottish Poppy Appeal so that we can continue to make a real difference to the lives of veterans and their families who desperately need our help."

The Omni Centre in Edinburgh, which sees 100,000 visitors each week, is hosting the giant display during Poppy Week - 3-12 November.

Ends

Contact Leigh Howieson at Poppyscotland on 0131 550 1580

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 the 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

To find out more about Poppyscotland visit www.poppyscotland.org.uk