

## **VOLUNTEERS SHOW POPPY APPEAL OF TV CAMPAIGN**

Poppyscotland, the organisation behind the Scottish Poppy Appeal, has attracted 200 new volunteers to help with the 2008 Appeal, thanks to the unprecedented success of a TV advertising campaign.

The adverts calling for volunteers are the first of their kind to be broadcast on behalf of charity, which supports veterans and their dependants living in Scotland.

The campaign asks people to give a few hours of their time to help raise money for the Scottish Poppy Appeal. Since the first advert was aired on 21st September, Poppyscotland has experienced an incredible 700% increase in enquiries from kind-hearted members of the public asking how they can take part in their local poppy collections.

CEO of Poppyscotland, Jim Panton, explained the reasons behind the TV campaign. He said: "Volunteers are our life-blood and we cannot meet our fundraising targets without them. The need to support veterans and their dependants is greater than ever and we have to make sure that we attract as many volunteers as possible to maximise the amount we raise.

"We are extremely encouraged by the response we have received so far from people volunteering to co-ordinate their local Appeal and to sell poppies in their area. Advertising in this way is new to us and we are absolutely delighted by the results. However, we have set ambitious goals for this year's Appeal and I am hopeful that as the adverts continue to run we will attract more of these much-needed volunteers to help us reach these goals.

"I am sure that the new volunteers, along with our existing dedicated supporters, will help inject new life into the Scottish Poppy Appeal."

There are still a number of areas in Scotland that do not yet have area co-ordinators or collectors to ensure that local collections take place. Anyone who is interested in volunteering should call us on 0141 427 8490 or visit [poppyscotland.org.uk/volunteering](http://poppyscotland.org.uk/volunteering)