

 **AMERICAN
LEGION**
**Department of
ILLINOIS**



POPPY POSTER CONTEST

Rules and Guidelines



In order to better acquaint all interested persons with the purpose of "**POPPY DAY**", sponsored by The American Legion and American Legion Auxiliary, each year in Illinois, we are setting forth in this pamphlet "**THE STORY OF THE MEMORIAL POPPY.**" In this way we hope to assist the school children entering posters in the "**POPPY POSTER CONTEST,**" which is a vital part of the publicity of the program, to better know the origin and purpose of the POPPY.

THE AMERICAN LEGION AND AUXILIARY RULES FOR THE POPPY POSTER CONTEST

1. Contest shall be sponsored by a Post and/or Unit in schools. Exception: if not conducted by schools, other youths including Junior American Legion Auxiliary members may participate under the direct supervision of a Post or Unit.
 2. Contest shall have 10 Class Levels: 4th through 12th and Special Needs Students - students to be classified as Special Needs Students, or those who are in special education classes in our school systems
 - (a) A student in a special education class for Special Needs Students.
 - (b) A student recommended for Special Needs, who has not been admitted due to a waiting list or various other casual factors.
 - (c) A child identified as special needs, but not in a special education contingent upon discretion of school officials.
 3. **Each Post and/or Unit may submit one 1st place prize-winning poster from each grade to Department Headquarters of the American Legion Auxiliary and must be received no later than the third Friday in April.**
 4. **POPPY POSTERS:**
 - (a) Subject: **The words "The American Legion and American Legion Auxiliary" MUST be incorporated in the design of the poster;** these words shall not be included in the ten-word count of the slogan.
 - (b) Each poster shall have a fitting slogan which must not exceed ten (10) words. The articles "and" "a", "an", and "the" are not to be counted in the ten. The words "Buddy" and "buy" cannot be used.
 - (c) Each poster must carry a picture of the Flanders Poppy with the stem showing, in the correct color (4 red petals; center black and/or green, stem green-See Poppy Poster Form on next page for example). **Main emphasis of the poster must be the POPPY.**
 - (d) The poster MUST be on poster board.
 - (e) The posters shall measure 11 inches wide by 14 inches high or 14 inches wide by 11 inches high.
 - (f) **The United States Flag may be used so long as there is no infraction of the Flag Code. (i.e. Do not cover flag with images or lettering.)**
 - (g) In judging Posters, the following scale shall be used:
 - (1) Poster appeal.....50%
(layout, message, originality)
 - (2) Artistic ability (design and color).....40%
 - (3) Neatness 10%
 - (h) Media, used for Poppy Posters (ALL GROUPS), must be tempera, water colors, crayons, oil paint, handmade paper cutouts, ink or cut textures, pencils, acrylics or markers. **NO COMPUTER GRAPHICS.**
 - (i) Veteran-made poppy "In Memoriam" labels CANNOT be used as cutouts.
 - (j) No humorous or facetious drawings or slogans shall appear on any Poppy Poster.
 - (k) If the Cross is used on the poster, the Star of David shall also be included, separately.
 - (l) The Poppy Poster must be the work of one individual only.
 - (m) All posters are to be submitted flat. if rolled, they will NOT be judged.
5. **PRIZES TO BE AWARDED:**
The Grand Prize will be \$500.00. No other prize will be awarded to Grand Prize Winner.

Grades 4th-9th and Special Needs Students:

1st	Place - \$50.00
2nd	Place - \$35.00
3rd	Place - \$25.00

Grades 10th, 11th and 12th:

1st	Place - \$300.00
2nd	Place - \$200.00
3rd	Place - \$100.00
 6. All posters submitted will become the property of the Poppy Committee of The American Legion Auxiliary, State of Illinois and will not be returned.

PLEASE COMPLETE ALL 3 SECTIONS OF THE FORM BELOW

*This form **MUST** be included on the back of each poster and all information is required or it will be disqualified. Please type or print legibly in ink.*

OFFICIAL POPPY POSTER FORM

1. STUDENT INFO:

Name: _____

Address _____

Phone # _____

Age: _____ Grade: _____

Parent/Guardian Email: _____

Parent/Guardian Signature: _____

☐ CHECK BOX IF A SPECIAL NEEDS STUDENT

2. SCHOOL INFO:

☐ CHECK BOX IF HOME SCHOOLED

School Name: _____

School address: _____

School Phone #: _____

3. AMERICAN LEGION POST or AUXILIARY UNIT INFO:

Post or Unit # _____ District # _____

Post or Unit Name: _____

Post/Unit Chairman signature _____



If sending by U.P.S. -
American Legion Auxiliary
2720 E. Lincoln St.
Bloomington, IL 61704

If sending by U. S. Mail -
American Legion Auxiliary
P.O. Box 1426
Bloomington, IL 61702-1426

The Story of The Memorial Poppy

The Poppy was first chosen as The American Legion's memorial flower at the 1921 National Convention and was worn in memory of the men who lost their lives in World War I.

Picture vast armies on two sides in a long four year battle, along a double line of trenches. This was Europe from 1914 to November 11, 1918. In this area of death and destruction, hundreds of thousands of American boys advanced in 1917 and 1918 determined to put an end to the horrible war. You all know the story of how they did end the war, restoring peace and liberty to subjected peoples. But, many thousands of fine young lives were required to complete the task.

The one bright color on the shell torn fields and hills of these war-torn areas was the little, red poppy. On the edges of the trenches, in the ragged shell holes, brave little poppies grew and bloomed on the graves of those men buried in the sacred plots of French soil, which was Flanders Field. Remembrances of the cheery bright red flowers returned to America with our boys. And so, the poppy became the symbol of the dead, their memorial flower. It became the sign that the high ideals for which these brave young men gave their lives, still live, and are honored.

Soon a double significance was attached to our memorial poppy. Disabled veterans quickly learned to assemble poppies while growing well again. In Illinois, The American Legion and Auxiliary are united in our efforts to help those hospitalized veterans within our state. Through the winter months, cut materials are delivered to these veterans and soon boxes of bright red poppies are ready for a big distribution in May. And when payday arrives, what a thrill to receive their pay for a job well done! And what a joy it is to wear a poppy made by a disabled veteran, when you know the money it brought him filled a desperate need.

All money taken in over expenses is returned to the veterans and their families through our service program. Since the *wars, we find our organizations carrying on for another generation.

At the present time, thousands of veterans are confined to beds in Illinois hospitals and we have not as yet reached the peak of hospitalization. By the time Poppy Day arrives, many more veterans will be added.

That is why each year, prior to Memorial Day, millions of Americans wear little red poppies in memory of those who have died in all wars and to assist in the rehabilitation of those veterans who are now hospitalized suffering from wounds and illness.

This is the story of our Memorial Poppy, millions of which are distributed by unpaid, volunteer workers on Poppy Day. Please remember by wearing a Poppy!

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The American Legion
and
American Legion Auxiliary
Department of Illinois

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our website*