American Legion Auxiliary Poppy Coloring Book
After World War I, the poppy flourished in Europe.
In 1918, a woman named Moina Michael asked Americans to always wear a poppy flower in memory of the war dead.
The poppy is worn to symbolize the sacrifices made by fallen servicemembers.
“In Flanders Fields” is a war poem written during World War I by Canadian doctor Lt. Col. John McCrae to honor soldiers killed in battle.
Veterans and volunteers handcraft the poppies to distribute in exchange for donations. The donations help out veterans, military, and their families in our communities.
The American Legion Auxiliary started the Poppy Program in 1921, connecting the visual image of the poppy with the service made by our veterans.
American Legion Auxiliary

Mission:

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.