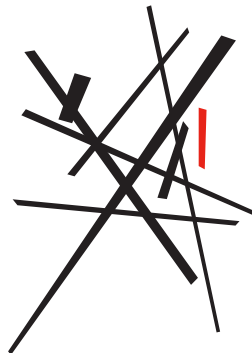


the power of the
POPPY




**Significance of the
red poppy:**

Inspired by John McCrae's poem "In Flanders Fields," Moina Michael decided to wear a red poppy in honor of veterans. She began the U.S. custom of selling the Flanders Fields Memorial Poppy in November 1918, a practice soon adopted by other nations. The poppy is intended to inspire the world to return to peace after the "war to end all wars."



**THE NATIONAL
WWI MUSEUM
AND MEMORIAL**



In Flanders fields the poppies blow
Between the crosses, row on row,
That mark our place; and in the sky
The larks, still bravely singing, fly
Scarce heard amid the guns below.

We are the Dead. Short days ago
We lived, felt dawn, saw sunset glow,
Loved and were loved, and now we lie,
In Flanders fields.