

SAILUN TIRE AMERICAS SUPPORTS ROYAL CANADIAN LEGION'S POPPY CAMPAIGN

A message and challenge to organizations across Canada as STA donates \$10,000 to The Royal Canadian Legion

We're all human. Everyone makes mistakes. What's most important, is taking away lessons from mistakes and applying them to make the world a little bit better place.

Recently, many of us were shocked to learn that an organization within our community had decided to ban their workers from wearing the iconic poppy that is synonymous with Remembrance Day, with the reason cited as it was "supporting a cause" and that it did not fit that company's dress code. Many people across Canada had very strong reactions to this news and we did too, as it quickly spread across the country and within the walls of our own organization at Sailun Tire Americas.

The Poppy Campaign is not about supporting a cause. It represents something far greater. It serves as a symbol of universal sacrifice made by the many veterans, to whom we owe a debt of gratitude. The poppy also represents a sign of deep respect and recognition by those who choose to wear one in honour of those who fought and died alongside our allies to win our freedom.

Remembrance Day and the iconic poppy help remind Canadians of the selfless sacrifices that have been made by the many men and women who have served (and continue to serve) our country. There are many organizations who are committed to supporting local

community charities. That's quite simply put the right thing to do; we should all give back. That's the Canadian spirit at its finest. The Annual Poppy Campaign is a cornerstone of the charitable fundraising of The Royal Canadian Legion. This charity has been significantly impacted by COVID-19, which is hampering their efforts to generate donations that provide them the resources to allow them to extend a helping hand to the veterans and their families across Canada who rely on them for support. These are the same veterans that we owe our deep respect, support and gratitude. To honour them is the reason that we choose to wear a poppy.

So, here's our challenge to you. Let's not focus on mistakes made. Instead, let's learn from it and grow from them. Share the story about what the poppy stands for. Thank a Veteran. Give Back. Wear a poppy. Our Challenge to all other Responsible Organizations across Canada – let's all give back to The Royal Canadian Legion's Poppy Campaign. Sailun Tire Americas is hereby committing to donate \$10,000 immediately to The Royal Canadian Legion's Poppy Campaign and we encourage all other Canadian organizations and our partners to stand with us and do the same.

Thank you and Lest We Forget,
Sailun Tire Americas

