

**In memory of
all victims of war**



Against war and militarism



**LE COLLECTIF
ÉCHEC à la GUERRE**

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The origin of the white poppy campaign

- The first white poppy campaign was launched in the UK in 1933 by the Co-operative Women's Guild (CWG), an organisation of mothers, sisters, widows and sweethearts of men killed during the First World War.
- The CWG opposed the prospect of another war, led a campaign against the arms trade, and adopted the white poppy as a symbol honoring all victims of war and rejecting commemorations that vindicate the use of military force.
- In 1934, a nascent British organisation, the Peace Pledge Union, supported this CWG initiative by producing and distributing white poppies, which it has continued to do ever since.
- In Quebec, since 2011, the *Collectif Échec à la guerre* has organized an annual white poppy campaign.

Why wear a white poppy?

- In the 20th century, war took the lives of over 200 million people, most of them civilians (men, women and children), to say nothing of the millions of other victims — refugees, displaced persons and all those who were injured or whose lives were otherwise shattered — and all the destruction and ensuing environmental disasters.
- In recent decades, Canada has participated in offensive military actions, notably in Kosovo, Afghanistan, Libya and Syria, often in contravention of international law.
- Today, despite professing to play a “new role”, Canada is actively engaged in the international arms trade which provides the weapons used in current conflicts, including the atrocious war waged by Saudi Arabia in Yemen.
- Official Remembrance Day ceremonies tend to glorify war and serve to justify each new Canadian military intervention.

Wear a white poppy in memory of ALL victims of war and to express our will to put an end to war!