



## Lions 105M Centennial Newsletter

Issue no. 1; June 2015

I hope that many of you will be aware already that Lions Clubs International will be 100 years old in 2017.

Celebration of this will run from the start of the 2016-2017 Lions year up until the end of the calendar year 2017. The logo above can be adopted as soon as you like – it can be found on the [Lions100.org](http://Lions100.org) website, along with other resources and information – as well as the Centennial slogan, “Where there’s a need there’s a Lion”.

The aim is to capitalise on a virtuous circle – Service is Celebrated; Celebration gets Publicity; Publicity gets Members; Members gets Service achieved; Service is Celebrated; and on and on.

International President Joe Preston has already launched the Centennial Service Challenge; and the Centennial Membership Challenge (which finally pushed membership through the 1.4million mark), although it is important that we do not run out of steam before 2016-17, but because we want to arrive at the start of that year with good news worth shouting about already.

Within our own District, Kettering Lions Club & Kidderminster & District Lions Club have already received awards for their achievements against the Centennial Service Challenge, which I’m really pleased about.

Some plans are also taking shape at Multiple District level (Lion Ron Cross and I are attending the MD Centennial Co-Ordination meetings), covering many possible Service activities.

These range from Recycling 1,000,000 batteries, to making 100,000 Blood Donations; arranging 100,000 Diabetes screenings to planting 100,000 bulbs; 1,000,000 spectacles recycled to 100,000 lengths of a 50m pool being swum for charity; and the list goes on. The intention is that Centennial branded polo shirts will be used along the theme “I gave blood... with my friends/I planted trees... with my friends” etc, so that there will hopefully be a growing, but consistent, visibility to our Service.

We will share news of these MD Challenges as the arrangements become more settled. You can make a start now with the Battery recycling; don't accumulate lots of batteries (that poses a fire risk!), but start logging the total weight (rather than the number) of any domestic batteries you recycle at home or at work, which will then be converted in due course to the equivalent number of AA batteries recycled. Please let Lion Ron Cross know how you are getting along with that.

Of course, proper recording of all these activities on MyLCI is very important – it is by adding together the achievements across the District, the Multiple District and Internationally that the facts and figures make the biggest impression.

I'm hoping that the GLT Training Team, working with the Communications Team, will be able to give some workshop sessions on doing radio and press interviews, to maximise the positive publicity.

But my main aim in this first Newsletter is to start you all at Club level, throughout 105M, thinking and planning what you want to do to mark the coming Centenary. I know that some Clubs have already booked a prominent flowerbed on either a traffic roundabout or in a local park; and I know that some Clubs have set up their own Centennial Sub-Committee. All that is music to my ears! Please let me know what ideas you have, what help you might need, what your thoughts are about the MD105 suggestions.

I want to attend a lot of Zone meetings over the next 12 months to talk to, and more importantly to listen to, as many Lions across the District as possible. I'm also happy for myself (or one of the other members of the Centennial team) to be asked to Club meetings, or to deal with enquiries by email or phone.

We will only get one shot at our Centenary – we'd better try to get it right!

Many thanks for your support

Martin Hill

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