



LIONS CLUBS INTERNATIONAL PROMOTE YOUR INTERNATIONAL OFFICER'S VISIT

An international officer's visit offers the opportunity for Lions to meet an international officer and to highlight club and district activities. It also gives Lions a chance to inform their community of the international scope of the association. Local Lions are part of a global network of more than 1.3 million Lions club members in more than 200 countries worldwide.

Announce your officer's visit to local media to promote Lions service projects and activities in the community. Ideally, the officer's visit will coincide with a local Lions event that is open to the public, such as a vision screening, fundraising activity, etc. A public event will be of more interest to the media and to your community.

Begin promoting an officer's visit in your club and district publications (print and Web) at least two months prior to the visit. Contact your local media one month prior to the event and follow up closer to the date. Use the resources below to assist in your promotion.

RESOURCES

The following resources are available on the LCI Web site (www.lionsclubs.org). Keywords are provided for use in the site's search engine.

[Officer Biographies and Photos](#) (Search: Officers)

Use the officer's official biography and photo for your publications, programs and guest's introduction at the event.

[Key Messages and Questions](#) (Search: Key Messages)

These key messages and questions will help you talk about Lions to the media and others.

[PR Tools](#) (Search: PR Tools)

Learn more about Public Relations, including how to create a Web site for your club.

[Sample News Releases](#) (Search: Sample Releases)

Access fill-in-the-blank press releases, including the announcement of a visiting international officer.

[Lions Logos](#) (Search: Lions Logos)

Download the official Lions logo (color and black and white) in multiple formats.

[Video Presentations](#) (Search: Lions News Network)

View assorted Lions video presentations, including LQ (Lions Quarterly Video Magazine), membership videos, public service announcements and more.

For Information Contact:
(Name)
(Phone number)
(E-mail address)

For Immediate Release

LOCAL LIONS WELCOME INTERNATIONAL OFFICER

(City, date) -- Lions Club members from the **(Lions club name/s)** will welcome **(insert officer name, title)** of Lions Clubs International, the world's largest service club organization. **(Insert officer's last name)**, from **(state, country)**, will address the Lions during their **(name of the event)** on **(insert date)**.

"We are happy to welcome **(officer's title and last name)** to our community," said **(local club president or district governor title and name)**. "We look forward to sharing with **(him/her)** all that our local Lions have accomplished in the area."

Lions in **(city/state)** conduct a variety of projects and events, including **(list projects and programs)**.

Lions clubs are groups of men and women who identify needs within the community and work together to fulfill those needs. For more information or to get involved with your local Lions, please contact **(name)** at **(phone number/add Web site address if appropriate)**.

Lions Clubs International is the world's largest service club organization with more than 1.3 million members in 45,000 clubs in more than 200 countries and geographic areas. In addition to its efforts toward conquering blindness, the organization has made a strong commitment to community service and helping youth throughout the world. To learn more about Lions Clubs International, visit www.lionsclubs.org.

###