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Letter from the President to You International President Fabrício Oliveira



Kindness Matters Service Award

Lions know how much kindness matters to a world in need. The [Kindness Matters Service Award](#) recognizes Lions who perform an outstanding service project in one of our global cause areas.



Dear Lion,

Our service is extraordinary, so let's promote it with extraordinary marketing. Every Lion is a club promoter, so you should proudly share with others the life-changing service you and your club are doing.

There are many great resources on the Lion website to help you tailor social media, engage the press and market your service projects in your community.

Let's all make a commitment to grow our great association through encouraging others to join our service by sharing impactful photos, videos and stories and wearing Lion-branded gear whenever and wherever you serve.

At your service,

Fabrício Oliveira
International President

Get results with great marketing

Great marketing and public relations can shine a spotlight on your club and your service while encouraging others to join you. So be sure you are using all the marketing and PR resources that Lions International offers:

- [Marketing Matters page](#) – Discover great marketing, branding and promotional tools that can help energize your service.
- [Lions Press Center](#) – Download a media kit and promotional materials, including sample media interview questions, fact sheets and photos.
- [Social media](#) – Make an impact by posting photos of your service on social media.

So increase your visibility—and your impact—with great marketing and PR tools.

This year's winners, Nuevo Milenio Lions Club and Bursa Koza Lions Club, were selected for their lifegiving efforts to [feed malnourished children](#) in Lima and [provide essential supplies](#) to earthquake victims

in Turkey. So get inspired by their stories, and keep bringing kindness to your own community.



Lions are always ready to serve

Lions are known for their entrepreneurial spirit and innovative solutions. Rather than wait for the call for help, Lions proactively put their service experience, local knowledge and community connections into action.

[Watch this video](#) to learn how successful clubs constantly seek to adapt to their community's changing needs and how you can make your mark as an entrepreneur of service.

This email was sent to all Lions worldwide.



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