

05-03-09
Hello Lions!

YES, the rumors are true! The Lions are participating in the National Memorial Day parade in Washington DC....and we need your help. Because this is a Multiple District Publicity grant, we have to create as many media moments and impressions and touches as possible. You, the webmasters, editors and publicity chairs in your district, can help spread the word!

Below is a blurb to be distributed in your district e-news, newsletter, website and calendar. Please edit if necessary. Attached are also documents to help you spread the word on how any Lion can participate in this event.

Please contact your DG or call me if you have any questions.

Thanks,
Lion Brindisi Chan
NMD Parade Chair
301-683-6034

National Memorial Day Parade 2009 (May 25, 2009)

Want your Club to be seen by over a quarter million live spectators and an estimate 4 million viewers on TV? We have just been approved for a Public Relations grant by LCI and will be submitting a Lions Club entry into this year's parade. Attached is a Factsheet and Club flyer about our segment. What you can do as a Lions Club member:

1) Veterans- Would you like to be a part of the Parade? Can you walk 10 blocks? Do you have the MD-22 International Convention vest? If not, we'll find one for you. Please contact Halsey Smith, halseysmith@verizon.net or 22-C VDG Bill Thomas, billysbarn@gmail.com for more information.

2) Volunteers- We would like a volunteer and a back-up to bring the club banner to be part of the "Sea of Purple." We have over 200 clubs in the Multiple District. If we have even half of that, it will be quite a sight. We also need people for registration, handing out favors and day-of responsibilities. Possible tasks for the children as well. This is a family friendly event. Please contact Ann and Ted Nettles to volunteer, anettles1102@gmail.com.

3) Planning Committee- Head up a function and lead a team to help make this event a success. We are looking for a few good people to manage portion of this segment. Or learn about grassroots publicity? We need help crafting press releases and contacting media. Be a part of history! Please contact Brindisi at brindisi@gmail.com.

4) Publicity- This Parade entry is sponsored by an LCI Public Relations grant. All Clubs in MD22 can participate, either one or many! Bring your photographer friends and best writers to spread the word. The more publicity we get, the more awareness we will receive, but it's up to us. We will be sending out press release templates for all Clubs to use and customize according to your Club's needs. Start gathering your media contacts now. Please copy LCOFmedia@gmail.com on any news releases so we can report back to LCI on our Public Relations efforts. Please contact your District's Publicity Chair for more information. 22-C's publicity chair is Bill Duce, lionheart2@comcast.net.

5) Benefits for your Club- Let's have a fun and free event that the whole family can go to! All Lions volunteers will be given a Parade shirt to wear at the parade and keep. We also have a BBQ planned after the Parade at the District Governor Paul Hawkins' house.

5) PARADE FIRSTS!- Spread the word that we will be collecting glasses at the parade! Flyer to come!

SEE YOU THERE!