

# LCI NEWSWIRE October Lions Clubs Newsletter

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Sent: Wed 10/17/12 7:30 AM  
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In our October issue, you'll learn about the 25th Peace Poster Contest, Diabetes Awareness Month, the Leo to Lion program and more. Read on for the latest Lions Clubs International news and information.

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## 25 Years of the Lions International Peace Poster Contest



The 2012-2013 year marks the 25th anniversary of the Lions International [Peace Poster Contest](#). The program helps lay a foundation for worldwide peace and provides an opportunity for children to express themselves. Additionally, this is a valuable public relations tool. Promote the program in your community by sending a press release to your local media outlets; utilize social media such as Facebook and Twitter to share results, images and video; and show your support with a window cling that is available in each kit. Get involved! Learn more about [promoting the Peace Poster Contest](#).

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## November is Diabetes Awareness Month

November provides special service opportunities for you to [raise awareness about diabetes](#). Empower your community and take action now! Partner with local health care providers to organize diabetes or vision screenings; distribute new diabetes bookmarks (download or purchase a quantity); or plan a Strides: Lions for Diabetes Awareness event. Through Strides, your club can organize a fun, visible community event that encourages healthy exercise while promoting diabetes awareness, prevention and control. For more information, email [programs@lionsclubs.org](mailto:programs@lionsclubs.org).



Watch [LQ](#) to learn about how Lions are distributing food and clothing.

### HIGHLIGHTS

#### [Lions Clubs Blog](#)

Read our blog for stories, news, photos and videos.

#### [Lions Club iPhone App](#)

Download our iPhone app to stay up-to-date with Lions news.

### CONTESTS

#### [Reading Action Program Rap Video](#)

Read the nomination form to find out how to enter.

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#### [Lions International Essay Contest](#)

Visually impaired



## Leo to Lion Program: A New Way to Grow Membership

Studies show that young people are volunteering in record numbers. Increase membership and gain fresh, youthful ideas for activities by [inviting former Leos](#) to join your club. You'll

increase hands to do more service projects while ensuring your club's existence for many years to come. Former Leos are already dedicated to making a difference in their local, national and international community. Help renew Leos' lifetime commitment to service by inviting them to become Lions.

children express their feelings of peace.

## EVENTS

### [Champions of Change](#)

The White House recognizes Lions on October 2.

### [Lions World Sight Day](#)

Play your vision activities for October 2012.

### [Calendar of Events](#)

Review upcoming Lions events your club can participate in locally.

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## Watch the New Season of Lions Quarterly

In the October issue of [Lions Quarterly \(LQ\)](#) video magazine, watch how Lions feed and clothe people in need; help students receive personalized attention by supporting a special school for deaf, blind and disabled children; combine fun, fitness and health with community fundraising; and provide handcrafted toys to children during holidays and birthdays. Also, celebrate 10 years of Sight for Kids and see how Lions are increasing literacy in their local communities as a part of the global Reading Action Program. Share LQ with your club members, project partners and community members. The video is available on [Lions News Network \(LNN\)](#), [YouTube](#) and to download from [iTunes](#).

## CONNECT WITH US ONLINE



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## Celebrate 10 Years of Sight for Kids



LCIF and Johnson & Johnson Vision Care (JJVC) are celebrating 10 years of partnership and the vision screening of over 16 million children through their Sight for Kids program. LCIF and JJVC created Sight for Kids to address

the high incidence of childhood visual impairment in Asia. Led by Lions, JJVC employees and local partners, Sight for Kids trains volunteers to conduct school-based vision screenings and eye health education in underserved communities. When needed, students are referred to a local eye care professional and receive an eye exam, eyeglasses and further care at no cost. Since the program began, Johnson & Johnson has committed US\$2 million to fund Sight for Kids vision screenings. Visit the [LCIF Sight for Kids page](#) to learn more.

\*This e-mail was sent to all English speaking Lions.