

## **Tell Me A Story: How to Pitch Your Club's Good Works to the Media**

Earlier this Lions year, LCI presented a webinar titled, "Tell Me A Story: How to Pitch Your Club's Good Works to the Media". If you were not able to participate in the webinar, a link to the recording is now available by clicking on this link: [recording](#). You can also see the PowerPoint presentation by clicking on the this link: [presentation](#)

This is just one idea for you to consider and more ideas will be published on a regular basis.

If your club has experienced successful public relations for an event, please let us know. We need to "get the message out" by sharing these successes to **ALL** clubs in the district.

This is the first year for the District A4 Public Relations and Promotions Committee. The committee members include:

### **Region 13**

**Lion Judy Grant**

**Lion Gus Este**

### **Region 22**

**Lion James Johnston**

### **Region 30**

**Lion Liz Christie**

### **Region 41**

**Lion Renee Devenny**

**Lion Jim Devenny**

We are here to assist you in your public relations efforts to enhance your club's impact on the community.

If you have a question regarding these ideas, promoting your club in your community or if would like to invite a member to visit your club, please feel free to contact any one of us. We are here to help you to reshape public opinion and improve your club's visibility so that club activities become a success.

By working together to improve the awareness of our clubs in our communities, we can work towards ensuring effective and successfully promoted club service projects, fundraisers and events.

Together in Lions Service,

District A4 Public Relations and Promotions Committee