



The Kansas Lions News

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Lions to take pride in 'Roaring for Change'

By CC DeAnne Heersche

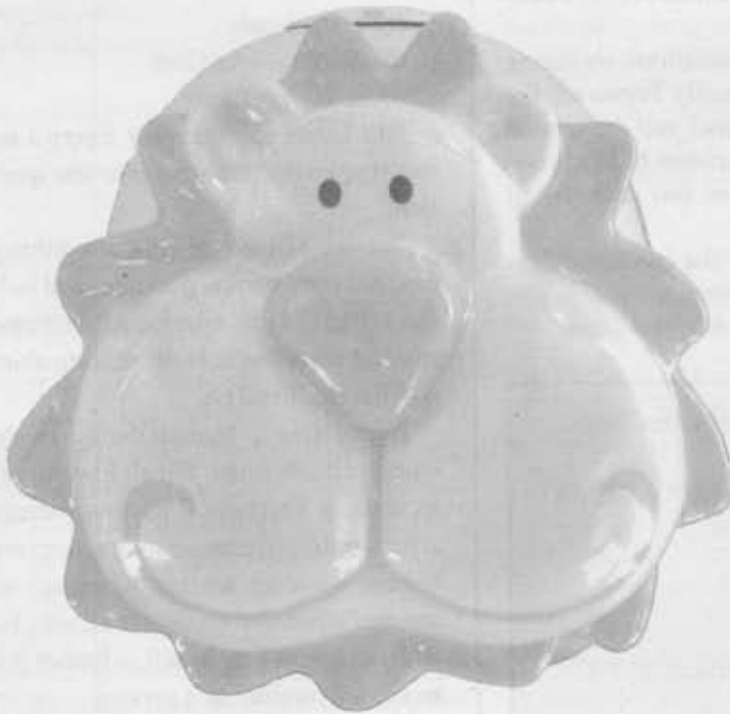
Picture this chubby, adorable Lions ambassador sitting on the counter at your local café, dry cleaner or savings and loan. His sign asks for change to make him roar. And, he does roar! This little lion can make money for your club every day and you don't even have to be there. Want to hear more?

The Kansas Lions Foundation, in partnership with the Kansas Audio-Reader Network, is pleased to unveil "Roaring for Change," a new fundraising campaign your local club can not only participate in, but profit from.

By participating in the "Roaring for Change" campaign, your local Lions Clubs can keep 25 percent of funds raised using the bank, with another 25 percent going to the Lions Foundation, and 50 percent to Audio-Reader. If your club decides not to keep 25 percent of the funds generated, a full 50 percent can be donated to the Lions Foundation for their worthy programs.

The "Roaring for Change" campaign will launch at the Lions State Convention in Wichita May 30-June 1. Clubs throughout Kansas will have the option to participate in this campaign by purchasing lion banks to collect donations in their

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Roar for Change

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local community. Hundreds of adorable, yellow and orange roaring lions will be available to clubs interested in participating. Your club decides how many banks you need and your club decides where to put them because only you know your town and your friends, neighbors and business leaders.

Now more than ever, people with vision problems, our senior community and the disadvantaged around our state need your help. For years, Audio-Reader has depended on the Kansas Lions to spread the word of its free reading and information services for the blind and visually impaired of Kansas. The number of listeners Audio-Reader serves is a testament to the impact that Lions

have made in their communities.

It is my hope that through this partnership we will help even more citizens in need, increase public awareness of the Lions, inspire new membership, provide opportunities to give back and raise much needed funds for the Kansas Lions and the valuable services provided by Audio-Reader.

For more details, come to the Lions State Convention and visit the Audio-Reader booth with the big orange "Roaring for Change" banner. Unable to come to the convention and interested in participating? Contact Brenda Bryant or Sarah Hemme at Audio-Reader at 800-772-8898 or brbryant@ku.edu or shemme@ku.edu.



Together, we make a world of difference, because "We Serve." And roar...

