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Start planning your Earth Day project.



President's Message Changing the World with International President Dr. Patti Hill

Dear Lions,

This incredible planet is our home and taking care of this earth starts with each of us. As we celebrate Earth Day on April 22, I encourage you to inspire others to join you in an environmental service project, such as planting trees, reducing waste or cleaning up a beach. There are so many ways that you and your club can make a real impact on our planet, and we have great resources on our website that can help you get started.

Caring for our environment is one of the most important issues that we're facing, so let's all work to ensure the health of our planet and of our communities so we can look forward to a brighter tomorrow.

Yours in service,

Dr. Patti Hill
International President



Celebrate Earth Day with Service

Earth Day is on April 22, and now is the time to start planning a great project that will get your club and your community involved in protecting and preserving our planet. Check out the new [environmental resources](#) for inspiration for your project.

Be sure to watch President Hill's video, [#LionsGoGreen](#), to see how you can use creativity and fun to raise awareness about taking care of our planet. And don't miss the [winning videos](#) for the Leo Video contest highlighting Leos' environmental projects.

Great Marketing Starts with a Great Plan

Whether you're looking to promote your great Earth Day project, a fundraiser or a new member drive, having a marketing and promotions plan can help you achieve the results you're looking for.



The new [Marketing Campaign Planner](#) walks you through the planning process to make it easy to promote all the great projects and events you're doing, so download it today and start planning for success.



Get Your Peace Poster and Essay Contests Kits

For more than 30 years, Lions clubs have been inviting young people to become our partners in peace and inspire the world through our International Peace and Essay Poster Contests. Kits for the 2024-25 contests, *Peace Without Limits*, are now available, so [order yours today](#).

And watch this [special video](#) from President Hill about spreading peace and international understanding through our Peace Poster and Essay Contests.

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