

ROTARY INTERNATIONAL



December 2004

Dear Rotarians:

Greetings from Rotary International. We are happy to announce that the Rotary Club Centennial Community Projects program has continued to be met with enthusiastic support. Over 7,500 clubs from around the world have submitted information about their projects. Congratulations to all of you for your proven dedication to service through participation in your Centennial Community Project.

Public Relations

As February 2005 approaches, we encourage you to communicate with the media in your area and share the story of Rotary's success. With publicity, your club's project could be an outstanding way to reach those who are not yet aware of the positive impact that Rotary clubs make to improve communities around the world. For your convenience, a news release kit is available for download from the RI Centennial Web site at:

www.rotary.org/centennial/resources/downloads.html. Additional public relations resources will be distributed to all clubs in early 2005.

Project Photographs

Many thanks to those clubs who have already sent us high-resolution digital photographs of their projects. More action photos are still needed and will be displayed at the 2005 Rotary International Convention in Chicago. When you submit a photograph, remember that you are granting RI the right to use it for the purposes of public display at the RI Convention and in related promotional materials. Please include the name, address and phone number of the photographer with all photographs. Photos may be e-mailed to: programs@rotaryintl.org.

Names and Signage

All Rotary clubs are reminded to observe RI Board policy in naming their centennial projects. Be sure to identify the club(s) sponsoring the project in the title as opposed to merely identifying Rotary. For example: use "Rotary Club of Anytown Park" instead of "Rotary Centennial Park" or "Rotary International Centennial Park." Clubs are encouraged to reference the Rotary Centennial by including a phrase such as: "Celebrating 100 Years of Rotary." Use of the Rotary emblem or centennial logo is suggested, but be sure that the emblem is a faithful reproduction. If you have any questions about name and signage use, contact your district governor or your RI Club and District Administration staff liaison.

2005 Club and District Project Exhibition

Consider showcasing your Centennial Community Project by applying for a booth at the 2005 Club and District Project Exhibition, held at the RI Convention in Chicago. The exhibition offers an ideal venue to share the work you have done and connect with like-minded Rotarians from other parts of the world. You may discover that other clubs have undertaken similar projects and find opportunities to develop new partnerships and friendships in the process of exhibiting your own. For more information, please download the "Projects Exhibition Application" from the RI Centennial Web site at: www.rotary.org/centennial/resources/conv05.html.

One Rotary Center
1560 Sherman Avenue
Evanston, Illinois
60201-3698 USA
ph 847.866.3000
fax 847.328.8554
www.rotary.org

ROTARY INTERNATIONAL



I wish all of the clubs participating in the Rotary Club Centennial Community Projects program success in meeting their project goals. Thank you for participating in this outstanding program to **Celebrate Rotary**.

Regards,

Christine Wellner

Christine Wellner
Supervisor, Community Programs
E-mail: programs@rotaryintl.org

One Rotary Center
1560 Sherman Avenue
Evanston, Illinois
60201-3698 USA
ph 847.866.3000
fax 847.328.8554
www.rotary.org