

Thanks for Life

www.thanksforlife.org

Rotary International
in Great Britain and Ireland



NEWS UPDATE

Congratulations!

There have been so many reports of wacky ideas for raising awareness and increasing donations to End Polio Now from last week's activities supporting **Thanks for Life – Rotary Day**.

So many people took part and some great 'exhibition' areas were created showing our local communities just what Rotary is all about...



This purple wheelbarrow from Chichester Rotary was a real crowd pleaser!



National Advertising for Rotary...

On February 23rd (Rotary Day) the press advertisements below appeared in the Times, Daily Telegraph, Independent and Guardian. The ad, featuring the couple, Stephanie and Mark, also appeared in the Irish Independent.

The ads, in the same style as the press ads that are appearing across RIBI in local and regional press titles to help attract new members, were aimed at both Rotarians and non-Rotarians (to raise awareness, improve image and perceptions, help with membership and donations and so on – the ongoing imperatives).



Secretary/CEO Annemarie Harte said on Wednesday, "...we have already had a flurry of membership enquiries, from areas in a variety of RIBI districts, via the RIBI website this morning, all quoting 'Newspaper ad' as the factor that initiated the enquiry..." These enquiries will be passed on to District Membership chairs.



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ROTARY CLUB OF ST. MARYLEBONE

On Tuesday 23 February by the Jubilee Gates in Regent's Park the Club celebrated Rotary Day with a civic ceremony, being part of Rotary's "Focus on the Crocus/End Polio Now" campaign to eradicate polio from the world.

Some 45 Rotarians and guests along with members of the public attended and even though the weather was not ideal, the rain kept off whilst they were out in the open.

The Royal Parks, St. Marylebone's partners at Regent's Park, had planted the 12,000 purple crocuses provided as part of the campaign.



As we know, the colour purple is significant as the little fingers of young children are coloured purple in the four countries where polio is still endemic to show that they have been immunised against the disease.

Not many were in full flower on the 23rd, but they should be in the coming few days and this Park will certainly be a colourful reminder of how Rotary is working towards the eradication of Polio...

Iain is the Marathon Man...

Iain Wilson, Rotary Club of Southam 2000 will be running the Edinburgh Marathon on Sunday May 22nd, in support of Thanks for Life. Having run the London Marathon for the last two years for British Lung Foundation, he's decided to put this "talent" to use raising money for the Polio Campaign (and hopefully raising the profile of Rotary in general).

The one thing that people will know intuitively, but perhaps doesn't think too much about is that it's not the race itself that takes up the time, but the training.



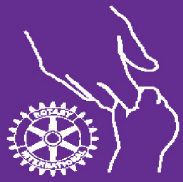
Iain reckons, over 16 weeks leading up to the marathon, he will have run over 100 hours and around 550 miles – and that's before the race itself ... so it is a big commitment but he's really looking forward to it!

The main purpose of running is to raise funds for Thanks for Life, and, if you would like to sponsor Iain, he is in the process of setting up his web-site. Iain's aiming to raise £1500 through sponsorship and events, which will be matched by his employer as part of a Matching Scheme to a total of £3,000 or just over £100 per mile or about 7p per step which will keep Iain going!

As an individual, or club, if you would like to sponsor please e-mail:

iainwilson@southam2000rotary.org.uk

Iain will send on a link as soon as it is available!



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How are our Thanks for Life Partners?

The Big Bulb Plant who provided us with such great publicity through their website, press articles and network of bulb growers, distributors and retailers are continuing to promote bulb planting across our islands.



Can Rotary continue to support their national planting campaign? **OF COURSE WE CAN...** Last year Rotarians planted a staggering 5.2million Ruby Giant crocus corns – an amazing achievement putting RIBI into the Guinness World Records. But it doesn't have to stop there!

Questions about how we can continue to plant bulbs, particularly through our schools network have been coming through, so here's some information for you green-fingered Rotarians...

This year, lilies have been chosen as the summer flowering bulb to plant in spring, "they will make the most attractive cut flower, border and pot displays for The Big Lunch in June".

Find out more by visiting their website www.thebigbulbplant.com. The site will be re-launched for 2011 at the beginning of March and the first 50 communities to register will receive a package of 250 lily bulbs.

There will be info on the website about the best way to plant and care for these beautiful flowers, so keep your eyes peeled and get your local communities planting those special bulbs again this spring!

Down in Cornwall, you'll remember that Thanks for Life was superbly well supported by our friends and partners, The Eden Project.

Furthering relations and as a result of RIBI press release activity, District Governor John Pearce and CEO Peter Stewart were interviewed together by BBC Radio Cornwall about Rotary, Thanks for Life, Focus on the Crocus and of course the Big Bulb Plant!

The interview really brought our two organisations together and proved once more how successful these partnerships can really be.

The Eden project is more than just a brilliant day out. Like Rotary, Eden works to support communities and enhance the world we live in. One of their projects which some Rotarians are already involved in is the annual Big Lunch!

Working with Rotary, Eden is hoping to promote The Big Lunch and enable a fantastic celebration of the **Queens's Diamond Jubilee** in June 2012.



The aim of "[The Big Lunch](#)" is to get as many of the 61 million people in the UK as possible to have lunch with their neighbours once a year; this year it's happening on Sunday 5 June 2011.

Your event can be anything from a simple lunch in your garden to a huge street party. Nearly 1 million people took part last summer. How many can Rotary encourage this year?