

Purple
Pinkie

News

DISTRICT1130
July 2010



www.thanksforlife.org

www.focusonthecrocus.org

You may have heard of FOCUS ON THE CROCUS – but what's it about?

As we look to celebrate Rotary Day on 23rd February, it's a healthy, fun, community based, environmental friendly way to plant in everyone's mind, the opportunity of being part of a historic worldwide campaign, spearheaded by Rotary International, to finally eradicate Polio across the world ... and an excuse to have a party afterwards, get a certificate of participation and generally enjoy the life we are giving others.

The Ruby Giant 'purple' crocus represents the dye colour dabbed on children's little 'pinkie' finger to indicate they have been immunised against polio in the few remaining parts of the globe since Rotary International commenced its campaign in 1985.



Working in partnership with The Eden Project, the International Flower Bulb Centre (IBC), The National Trust, Learning Through Landscape, and others we plan to engage thousands of volunteers to join in the Big Bulb Plant by planting millions of purple crocus bulbs in the autumn: With a headline publicity event in Trafalgar Square and the opportunity for all sites around Great Britain and Ireland to break the Guinness World Record on 2nd October, Focus on the Crocus is *building communities, bridging continents*.

PURPLE PINKIE - THANKS FOR LIFE CAMPAIGN – Autumn 2010 and February 2011.
ROTARY AWARENESS DAY - Wednesday 23rd February 2011.

Thanks to all the clubs that have already responded so positively in favour of this proposal. I should be pleased to hear from all clubs about their ideas and plans to possibly share with others on the RIBI web site.

PDG DON MERRITT 07836 722732 DONALDM351@AOL.COM

URGENT ACTION POINTS.

1) Please liaise with other local clubs in your area for direct bulk orders of 5,000 or 10000more bulbs, **Note that latest date for receipt of orders is 31ST July 2010..**

2) Please use your contacts with schools and **get in touch with them urgently, before the end of this term**, to let them know about the Focus on the Crocus project and agree planting arrangements in the autumn.

INSURANCE

Sutton Winson Limited (RIBI Insurers) has confirmed that the bulb planting activity is covered under the main RIBI Insurance policy. However they have also advised that Clubs should conduct a H & S assessment, including provision of High Visibility Jackets those planting at the side of main roads / roundabouts and more at risk locations. Contact Mark Hardy on 01444 251 159 for detail. Contact me if you would like the risk assessment template.

BULK BULB PURCHASE ARRANGEMENTS



**: THANKS FOR LIFE
CHAIRMAN**

PDG DON MERRITT
07836722732
DONALDM351@AOL.COM

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ORDER BULBS BY 31ST JULY 2010

QUOTING

ROTARY CLUB
TOTAL NUMBER OF BULBS REQUIRED
ENCLOSE CHEQUE WITH ORDER
PAYABLE TO RI DISTRICT 1130

ORDER

PLEASE ORDER YOUR BULBS FROM PDG DON MERRITT
106 MAYFIELD AV ENUE
FINCHLEY
LONDON
N12 9JE

DISCOUNTED INC COST

£16.50 PER THOUSAND

COVERAGE

1000 BULBS 10 SQ METRES
5000 BULBS 50 SQ METRES

Reaching out to our public ... getting the message across



To assist Clubs a dedicated web site is being developed.

Shortly the public will be able to view it, locate known planting sites and make contact with their local Club.

The new site will be carried by our partners' and the RIBI site to encourage awareness of Rotary, support recruitment, and promote this opportunity to have fun, try for a world record and help End Polio Now.

The Guinness World Record challenge

Details of how to enter will be emailed to Clubs before I issue the next Purple Pinkie News. But in essence if your Club(s) would like to get at least 322 volunteers together, to each plant 5 crocus bulbs in one hour on a single site on the 2nd October, please let me know soonest.



How will you be supporting Rotary Day - Thanks for Life?

There are many ideas that have sprung up since *Rotary Day - Thanks for Life* was 'invented'. Everything from standing on a plinth in Trafalgar Square to running 'Purple Pinkie' days in schools, from occupying empty shops to tin collections in supermarkets, from charity football matches to classical concerts - all have been phenomenally successful and GREAT FUN!

Adding a new dimension this year, Rotary in Great Britain and Ireland (yes, that's YOU!), have partnered with the Eden Project and the International Flower Bulb Centre in Holland to take part in The Big Bulb Plant. With a focus on the crocus, this nationwide project will get 'everyone' planting bulbs to enhance their environment and develop their communities. Perfect for our year of Building Communities and Bridging Continents! So, how do you take part?

Simples!

- Plan to plant on 2nd October, when we plan to take the Guinness World Record.
- Buy some purple crocus bulbs - contact your District T4L Coordinator now to benefit from the low cost District purchase scheme or buy locally from a member of the Garden Centre Association.
- Find somewhere to plant them - you know your area, but we can give you more ideas!
- Consider getting young people to plant them in wacky containers, tend them over the winter and bring their displays to school before half term in February
- Encourage interest groups to help you - children just love this, so 'hands that can' shouldn't be a problem!
- Celebrate Rotary Day 23rd February 2011 with a blaze of colour!

Use your imagination and the possibilities are endless. To make things slightly easier, the attached information sheet provides you with a template of 'How to do The Big Bulb Plant'.

Don't forget to let me, your District Thanks for Life Coordinator know what your plans are; you could be just the inspiration someone else is looking for...

Visit www.thanksforlife.org and www.thebigbulbplant.com for more ideas!



Be part of The Big Bulb Plant!

Across RIBI land, in conjunction with The Eden Project and the International Flower Bulb Centre (IBC) in Holland, we are going to **plant purple crocus bulbs** throughout the month of **October** so they will be in flower for around **Rotary Day on 23rd February 2011**. See their Press Release on page 5.

These Purple Flowers represent the colour of ink children's little fingers are dipped in once they have been immunised. By getting as many people involved in planting purple crocus bulbs we will be creating a reminder to the public of the essential need to continue the fight to eradicate polio from our world and that Rotary works. So let's mark this vital work with a blaze of colour in springtime!

Four Stages of The Big Bulb Plant?

Location:

There are many areas in our villages, towns and cities that would benefit from a splash of colour. Contact the authority or land owner to ask permission to run a planting day. Examples of locations:

- School playing fields
- Community parks
- Church grounds
- National Trust Sites
- Street verges /Roundabouts
- Window Boxes / an old shoe
- Hospital / hospice grounds
- Residential Care Homes

People Power:

Who is going to do the planting? The choice is endless but people who might like to be involved in this project with might be:

- School children and young people
- Scouts/Guides
- Local business site owners and their staff
- Community groups such as youth and special needs groups
- Community pay-back teams
- Local authorities / Parish Councils / PCC's
- Care home residents
- Inner Wheel, Ladies Circle
- WI / Mums and Toddler group

Bulb Supply:

You are quite free to purchase bulbs from wherever suits you best. However, to make life a little easier, an agreement has been made by our District to purchase bulbs at a greatly reduced rate from a national wholesaler. To benefit from bulk discount your Club must order by 31ST July ... so

PLEASE order NOW!

TO GET YOUR 75 % DISCOUNT

Be ready for planting – order NOW!

Our Opportunities:

With all this planting going on, there are many other ways that Rotary can benefit.

Never miss a PR opportunity!

Get the local press involved, advertise the activity in advance to get more volunteers to take part, take photos on the day and get that all important scoop in the local paper or even on TV/radio...

Great for Fundraising...

Get the bulbs sponsored and create a competition for whose bulbs grow!
Carry out a tin collection; get the children sponsored for bulb's they plant: Just 20p a bulb will fund a child's polio immunisation!

Use your imagination it's boundless!

To maximise publicity RIBI are going to set a world record for crocus bulb planting on **2nd October 2010**. The record is for the most number of people simultaneously planting bulbs in a single location during a nominated 1 hour period.



Rotary growing with the IFBC



International
Flower Bulb
Centre

eden project

THE BIG BULB PLANT 2010 – plant bulbs with your community and take part in our bulb planting record attempt on Saturday 2nd October 2010

Following its huge success last year, and the growing phenomenon that is The Eden Project's 'The Big Lunch', The Netherlands Flower Bulb Information Centre and The Eden Project, in association with Rotary International (RIBI) are delighted to be launching a second year of **THE BIG BULB PLANT**, a project to encourage communities to get together in autumn for a day of planting bulbs in their area, culminating with a nationwide planting party, and a World Record attempt for planting the most bulbs on **Saturday 2nd October!**

During autumn planting season from 01 September – 30 November 2010 THE BIG BULB PLANT wants to encourage communities to get together and plant bulbs. Bulbs could be planted in a public area that is in need of an uplift or alternatively, every family on a street could plant bulbs in their front garden or in a container. If each person makes a small contribution to the purchase of some bulbs, this will make a huge difference and transform the aesthetics of the community.

THE BIG BULB PLANT has partnered with Rotary www.ribi.org in support of the Rotary 'Purple Pinkie campaign to End Polio Now'. In celebration of the success of The Purple Pinkie campaign which aims to eradicate Polio by 2012, we want to plant crocus 'Ruby Giant' bulbs in gardens, parks, schools and communities across the country on Saturday 2nd October 2010 – so that they will be in mass blooming on Rotary Day (23 February 2011).

We are going to enter the World Guinness Book of Records for the largest bulb planting event which will be on Saturday 2nd October 2010. Therefore we need to encourage as many people as possible to plant bulbs on that one day across the United Kingdom!! There will be key events in major cities in the UK, including Trafalgar Square in London.

Are you in???

Last year the campaign was a great success and saw lots of communities across Britain getting together for some bulb planting in their areas. Inner city communities as well as rural ones got involved, planting up pots, verges, street flower beds and school areas. Check out www.thebigbulbplant.com for all the details of timings and competitions etc.

[Rotarians friends, please note the refreshed Big Bulb site will be available shortly]

Autumn is the time to plant spring flowering bulbs such as tulips, daffodils, hyacinths and crocuses. Bulbs are cheap, easy and fun to plant and give stunning results come springtime.

Rotary growing with the IFBC

It does not matter if there are no flower beds and grassy verges near you – bulbs can be planted anywhere and in anything – old shoes, broken saucepans, crockery, buckets... and all these can sit on doorsteps and windowsills.



As with last year, communities can get involved at www.thebigbulbplant.com, where the first 100 to register for 2010 will receive 250 free bulbs to start them off.

Also on the website are tips and ideas for planting, step by step diagrams and fun games and cartoons for children to get involved.



The idea behind **THE BIG BULB PLANT** is for people to get together with their neighbours, care for their surroundings and enjoy the area they live in. People are taking more and more notice of their surrounding environment, and taking pleasure from the simpler things in life. This is an opportunity to make your community a friendlier, happier and more colourful place to live in.

GOOD luck and please keep in touch and let me know of your ideas so that I can promote them around the District

Please Do Not Forget:-

“Focus on the Crocus”

DON MERRITT

07836 722732

DONALDM351@AOL.COM