

The Effective Public Relations page in the Club-District Support section of the RI Web site (www.rotary.org) has up-to-date materials available for download, including PSAs, sample press releases, and other PR tools. There you will also find the archives and registration for the e-newsletter *PR Tips*.

Order materials from RI Publications Order Services (phone: 847-866-4600; fax: 847-866-3276; e-mail: pbos@rotaryintl.org), your international office, or the online catalog at <http://shop.rotary.org>.

ROTARY: HUMANITY IN MOTION (608-EN)

Clubs and districts across the world are participating in a global effort to promote more awareness about Rotary's ideals and humanitarian programs. The new publicity initiative, officially called the "Humanity in Motion" Global Public Image Campaign, ties in well with grassroots outreach efforts by Rotary clubs. The new campaign consists of print, broadcast, and outdoor elements. Rotary clubs and districts are encouraged to pursue local media contacts to obtain free or low-cost placements.

Download the PSAs or order a CD-ROM via the print or online catalog. Free (EN, FR, GE, IT, JA, KO, PO, SP, SW)

ROTARY PR TIPS

Rotary *PR Tips* is a resource for clubs and districts that are seeking ways to share Rotary in their community. Connecting Rotary to outside news trends is a good way to promote Rotary's relevance. The e-newsletter comes out twice monthly and offers innovative ideas for clubs and districts. Subscribe and receive *PR Tips* regularly by e-mail or check out the most recent edition at the Effective Public Relations Web page.

EFFECTIVE PUBLIC RELATIONS: A GUIDE FOR ROTARY CLUBS (257-EN)

This PR "how-to" is a great way to get started. It is a basic handbook of tips and guidelines to help promote club activities and familiarize oneself with PR tools of the trade. US\$3 (catalog item only; EN, FR, PO, SP)

THIS IS ROTARY (001-EN)

This newly revised brochure is a must-have for every club. A colorful illustrated booklet that provides a brief overview of Rotary for the general public and prospective members. This is a good PR tool when having events or attending non-Rotary events. US\$4, packs of 10 (EN, FR, GE, IT, JA, KO, PO, SP, SW)

WHAT'S ROTARY? (419)

Handy, wallet-size card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians. US\$3, packs of 50 (EN, FR, GE, IT, JA, KO, PO, SP, SW)

Contact Us

If you have a question or concern, please contact us at 847-866-3000 or e-mail pr@rotaryintl.org.

If there are any immediate questions relating to Public Relations, please contact Elizabeth Walsh, RI Public Relations coordinator, by e-mail at walshe@rotaryintl.org.

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ROTARY is one of the largest international humanitarian service organizations in the world.

- Rotary club members are business and professional leaders who are committed volunteers working together to improve communities.
- There are 1.2 million Rotary members worldwide who belong to 32,000 Rotary clubs in nearly 170 countries.
- Rotary's motto is Service Above Self. The organization serves the needs of communities worldwide.
- Rotary was founded in 1905 and celebrated its centennial in 2005.

ROTARY AND PEACE

Rotary promotes peace and international understanding through its educational and humanitarian programs.

- Rotary sponsors the largest privately funded international scholarship program in the world. Since its inception, about 34,000 students from 100 countries have become Rotary's cultural ambassadors, using the skills they have acquired from their studies abroad to help their communities.
- Rotary has teamed with seven universities around the world to offer a master's-level degree program in peace and conflict resolution. The program aims to train the next generation of ambassadors and social leaders on how to prevent future conflicts.
- Rotary clubs around the world initiate thousands of international humanitarian projects every year — each child we teach to read, every adult we help learn a trade, and every community playground we build, are steps toward bringing the world together.
- By addressing the underlying problems that create instability and trigger conflicts — hunger, poverty, poor health, and illiteracy — Rotary helps promote peace.
- Membership in Rotary allows people from all cultures and nationalities to establish lifelong friendships that transcend political boundaries and tensions.

POLIOPLUS

Rotary's top philanthropic goal is to end polio worldwide.

- Polio, a crippling and sometimes deadly disease, still threatens children in parts of Africa and Asia.
- For as little as US\$0.60 worth of oral polio vaccine, a child can be protected against this crippling disease for life.

Tremendous progress has been made toward ending polio worldwide. In the 1980s, 1,000 children were infected by this crippling disease every day. In the two decades since Rotary and its global partners launched the Global Polio Eradication Initiative, polio cases have been slashed by 99 percent. Fewer than 1,300 cases were reported last year.

Rotary clubs around the world have contributed to the goal of eradicating polio.

- Rotary members have donated their time and money to help immunize more than two billion children in 122 countries.
- Rotary is the largest private supporter of the Global Polio Eradication Initiative, providing more than \$500 million dollars and thousands of volunteers to the effort.

Rotary will continue the fight until the world is certified polio-free and every child is safe from this devastating disease.