



NEWS RELEASE: IMMEDIATE

300 Lions to roam the streets to help 2,700 needy seniors

1. The first joint Flag Day of Lions Befrienders & Lions Home for the Elders will have 300 members of Lions Clubs of Singapore personally collecting donations from the festive crowd on 30th December 2006. A total of about 2,700 seniors from both agencies will benefit from the targeted \$100,000 raised.

2. Lions Befrienders and Lions Home for the Elders are District Projects under the Lions Clubs International District 308-A1 Singapore. The Lions Club is an international voluntary movement established since 1958. 1.3 million Lions members in 200 countries answer the needs that challenge the communities of the world. Lions tackle tough problems like blindness, drug abuse prevention and diabetes awareness.

3. Living up to its motto, “We Serve”, Lions, leaders and directors of the two agencies are getting hands-on literally to take care of their elderly charge. These Lions, many of whom are professionals, managers, executives and businessmen, will donned their club vests as they solicit for donations on the streets. Able-bodied seniors who are members of the Lions Befrienders Outreach Centres will also volunteer as flag sellers, seeking donations from the public islandwide.

4. Proceeds will help provide programmes and services for more than 2,300 seniors at five Neighbourhood Links and Senior Centres of Lions Befrienders; and healthcare services for seniors of the two nursing homes of Lions Home for the Elders, which housed 354 beds in total.

5. Since 1995, Lions Befrienders has become the biggest voluntary welfare organisation of its kind. It reaches out to lonely seniors via the Befriending Programme and Outreach Programmes. Currently, it has about 1,000 registered volunteers helping around 3,800 seniors.

~ End ~

Lions Befrienders & Lions Home for the Elders JOINT FLAG DAY

Date: 30th December 2006 (Saturday)

Time: 9am -6pm

Operation Centres:

Bugis Junction
Century Square
Jurong Point Shopping Centre
People's Park Centre
Tangs Orchard Road

Picture Opp:

- Lions in vest armed with donation tins (enclosed)
- Some-abled seniors soliciting donations

You and your photographer/camera crew are cordially invited to the above event, at any of the Operation Centres.

Please confirm your attendance by 9am, 30th December 2006.

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