Happy 100th birthday, Kiwanis!
The Centennial Tour is off to a great start with events in Washington and Oregon. Kiwanis International President Dr. John Button visited a splash park in Puyallup, Wash., for a dedication and broke ground for a new fully accessible playground in Redmond, Ore. The Kiwanians in Redmond hosted a dinner on Friday, and the Pacific Northwest District’s gala event was Saturday, Feb. 14 in Seattle.

The Puyallup splash park, in the center of the city, cost US$386,000. Coverage is here.

The Redmond groundbreaking drew more than 300 people to the morning event in Sam Johnson Park. Kiwanians helped build that park 25 years ago and are now helping the city and a local mom’s club build an all accessible park that exceeds standards set by the Americans with Disability Act. The small community of less than 40,000 raised $705,000 for the playground, which will be 12 times the size of the current structure. Check out the coverage from a nearby television station in nearby Bend, Oregon.

Redmond mom Chelsea Dickens and Community Development Director Heather Richards attended the Kiwanis media training last September and were ready to tell their story to the media.

Additional examples of local media coverage for Centennial events include:

- Members of the Green Bay club who traveled to Detroit for the January celebration
- How a club member in Hickory, NC, contributes to his club and the entire Kiwanis organization
- Clubs in Southwest Louisiana who gathered to celebrate together
- Letters to the editor for support from the Key Club at Pueblo (Colo.) Central High School. The Key Club included print media as part of its strategy to gain support for a service project to benefit homeless teens and wrote a letter to the editor of The Pueblo Chieftain, the main paper in Southern Colorado.
- A letter to the editor from a Kiwanis club in Fayetteville, N.C., to note the Centennial celebrations

Awards and honors
Is your club giving an award? Pitch a story about the recipient and let him or her tell the Kiwanis story. This Kiwanis award winner describes Kiwanis programs and clubs and is a great ambassador for Kiwanis.

If your club is awarding a member with an honor, that’s also a story. You can pitch that to the media, or write a release and provide a photograph. Here’s an example.

And, if your club is hosting an interesting speaker, that may be of interest to the media. This club brought an author with a great story to tell, and the media covered the meeting. That’s another way to get people interested in Kiwanis.

**Pinterest gaining in social media popularity**
Is Pinterest among your social media options? Kiwanis International will soon launch a Pinterest account to share ways clubs are hosting events, raising money and serving their communities. Pinterest is one of the most popular social media sites among youth. Get more information about Pinterest.

**The importance of branding and logo use**
Every week Kiwanis clubs around the world reach out to the international office for help with branding, logos and guidelines. Some clubs are dismayed when they don’t find the logo they want and sometimes clubs create their own version. We hope every club will understand the importance of using the official Kiwanis logo and branding, all of which can be found on the KiwanisOne web site. Logos for the Centennial Tour and the Kiwanis International convention in Indianapolis are there, too.

It’s important to use the approved, provided logos to ensure that the Kiwanis look is standard around the world. When you think of other global brands such as Nike, Coca-Cola or Apple, those brands are iconic and never-changing. We want the Kiwanis logo to be seen in the same manner. That’s why it’s important for clubs to use the logos on the website.

**Bingo!**
Are you guilty of using Kiwanis jargon in your news releases? Have fun with this bingo game created by Shift Communications to determine if you are guilty of using words the media will delete from your press release. It’s more common in corporate settings where everything is state of the art, cutting edge or strategic, but it could be a great learning experience for writing media releases. Play the game.