At Kiwanis, we're kids at heart
Excitement is building as Kiwanis members look forward to celebrating 100 years of serving children at the Kiwanis International convention next week. Here in Indianapolis, the home of the Kiwanis International Office and site of this year’s convention, we’re rolling out the red carpet with welcome signs around the city. They’re already up, being seen and raising the profile of Kiwanis. Watch a video showing how we are #KidsAtHeart celebrating #Kiwanis100. Share the video on your club’s Facebook and Twitter accounts as we build excitement around the upcoming convention.

Before you come to the convention, be sure to download the new Kiwanis convention app. It’s available for Apple and Android devices, so visit the Google Play or Apple App store and download it today. It’s a one-stop convention shop, with all the events, speakers, exhibitors and maps – everything you need for a great convention experience.

Centennial celebrations continue
How is your club celebrating the Centennial this year? Here are some ideas from around the “Kiwanisverse” that could get you some media attention too! In the Pacific Northwest, the first stop on the Centennial Tour with Kiwanis International President John Button, celebrations are still underway. PNW made a video featuring Governor Bob Munger and some fun, historical photographs.

Tens of thousands of PNW members from Oregon, Washington, Alaska, British Columbia, the Yukon Territory, the Idaho Panhandle and northern California have rallied to help kids in their communities. Read about a few of their centennial projects. From helping kids at camp to cleaning up the entrance to a school building, these Kiwanians are making a difference in their community and getting coverage for their work.

In Orangeburg, S.C., a club featured a long-time member and took the opportunity to celebrate the club’s 70th anniversary and Kiwanis International’s 100th anniversary. Bloomberg Business also picked up the story.

The Ozark Empire Kiwanis Club honored a longtime member with a birthday party
and a 45-year service pin. The local paper ran a short story and photo.

The Daily News in Newton, Iowa, featured the Newton Kiwanis Club in a story that noted the Centennial and the club’s service projects.

And, the Fayetteville, N.C., club was featured in a story that reviewed fundraising activities and events to celebrate the Centennial.

Playground coverage continues
The final celebrations for gifts of play in the United States received coverage in May – Independence Park near Chicago was dedicated May 2 and featured in a newspaper story, and in Indianapolis, the site of the Kiwanis International convention and the final playground dedication of the tour, media covered a groundbreaking ceremony on June 1. We were fortunate to have all of the Indianapolis TV stations cover the ceremony. See coverage from the Indy groundbreaking:

- WRTV-IN (ABC)
- WISH-IN (CBS)
- WXIN-IN (FOX)
- WTHR-IN (NBC)

Awards season
Many Kiwanis clubs (such as the Lehigh Kiwanis Club) give awards to teachers, law enforcement personnel and volunteers, and are able to secure media coverage for those honors. Take the awards a step further and look outside of Kiwanis – nominate your club members for awards from other organizations whenever possible. Kiwanis is sure to be mentioned in the story, and it’s another great way to show the larger community how Kiwanis is a part of the lives of so many people. Some examples include:

- The winner of a university award whose club membership is mentioned
- A Citizen of the Year award that mentions the nomination from his Kiwanis club
- An award given at a senior recognition event, noting the club winner’s Kiwanis club membership
- A humanitarian award given by a Chamber of Commerce noted the recipient’s Kiwanis club membership
- A community service award noted a Kiwanis club member’s dedication

Gear up for summer events
Remember the Kiwanis store when it’s time for your summer events or awards. If your club is hosting a parade or a festival and you want giveaway items such as key
chains or window clings, visit the Kiwanis Store for everything from event vests to key chains to safety lights with whistles. Be sure to plan ahead and get your order in a few weeks in advance to ensure speedy delivery of your branded items.

**Tips for using quotes in media advisories**

PR Newswire offers tips for using quotes in media advisories – everything from quotes with purpose and meaning to the best place to insert a quote. These are the statements you want reporters to use in your stories, so make certain the quotes make sense.