**FOR IMMEDIATE RELEASE**

**CONTACT PERSON / ORGANIZER OF EVENT**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TEL/EMAIL**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**[Insert Your Logo]**

***[insert Lions Club name] Lions Club hosts   
[insert event / activity / fundraiser title] to celebrate Keep the Promise (KTP) Days!***

**LOCATION: [insert location, including city]**.

**DATE:****[insert date & time]**

The **[insert Lions Club name]** Lions Club will host **[insert event / activity / fundraiser title]** on **[insert date & time]** at **[insert location, including city]**. This event is part of a series of events throughout Oregon celebrating the Lions connection to Helen Keller. And their promise to address preventable blindness and hearing loss, in partnership with their Oregon Lions Sight & Hearing Foundation.

The **[insert Lions Club name]** Lions Club is hosting **[insert event / activity / fundraiser title]** to raise awareness of and celebrate Lions in Oregon, and the work that they do to “keep the promise” to those in need of sight and hearing services. Keep the Promise Days reflect Lions activities and events across the state, mostly held during the month of June to sustain community programs. Lions are driven by a promise made to American author and deaf blind activist Helen Keller. In 1925, at an International Lions Convention, she challenged Lions to focus on preventable sight and hearing issues as their primary mission.

***[Quote / details here about your club’s activity, event, community impact, or fundraiser]***

Together the Lions Clubs of Oregon, OLSHF and its partners offer access to people for critical sight saving surgeries and treatments; secure new eyeglasses; help people who can’t afford eyeglasses and hearing aids, and manage the largest vision screening program in the US. In 2015, OLSHF launched the LEAP Optical Finishing Lab to manufacture high quality, low cost eyeglasses. Annually, over 2,000 Oregonians receive new eyeglasses built by their lab.

**About OLSHF & the Lions of Oregon**

The Oregon Lions Sight & Hearing Foundation (OLSHF) serves communities statewide. Since their formation in 1959, they have created programs in response to the need for sight and hearing assistance and partnered with medical professionals for discounted rates. They have built upon the promise made to Helen Keller by creating a continuum of care for people who lack access to vision and hearing services. Learn more at [www.olshf.org](http://www.olshf.org) or [www.facebook.com/olshf](http://../../../../../../../../../../../../../../../../Downloads/www.facebook.com/olshf).

Lions of Oregon & Northern California are a part of an international network of 1.4 million men and women in 200 countries and geographic areas who work together to answer the needs that challenge communities around the world. Lions are best known for working to end preventable blindness, the giving of eyeglasses and hearing aids for the needy and local service projects. <http://www.md36lionsclubs.org/>

**About Lions Clubs International:**  
Lions Clubs International is the largest service club organization in the world. Our 1.4 million members in more than 46,000 clubs provide humanitarian service in more than 200 countries and geographical areas around the globe. Since 1917, Lions clubs have aided the blind and visually impaired, championed youth initiatives and strengthened communities through hands on service and humanitarian projects. For more information about Lions Clubs International, visit [www.lionsclubs.org](http://www.lionsclubs.org).

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