

Lions Clubs support Classic FM Foundation



[Lions Clubs pages on Classic FM website](#)

Related links

- [Lions Website](#)
- [Lions Clubs Classic FM](#)
- [Lions Clubs Carol Events](#)

It's said that whenever a Lions club gets together, problems get smaller. We couldn't agree more! The Lions Clubs of Britain and Ireland are coming together in a very special partnership - as Partners in Service with The Classic FM Foundation - to help us meet **this Christmas** demand for [music](#) education and therapy projects across the country.

The partnership will commence as Lions all over the UK join us for Britain's Biggest Carol Concert. Clubs across the country will dedicate **some of their** [Christmas carol concerts and sleigh collections](#) to The Classic FM Foundation and help us raise thousands of pounds to provide [vital music therapy services](#) through our charity partner Nordoff Robbins. If Santa's Lions come knocking on your door this Christmas please do give generously.

This is just the beginning for an important partnership which will develop in 2012 to show how Classic FM and Lions Clubs work together as Partners in Service for the benefit of those who need our help

Who are Lions?

Members of [Lions Clubs](#) volunteer their time and skills to provide selfless, effective, community service to answer the needs that challenge communities. By doing this we enjoy the fun and fellowship of serving the community.

To become a Lion is to become an active volunteer, a member of a respected international organisation, a leader in your community and a friend to people in need. Becoming a lion is easy, [simply find your local club](#) and get in touch.

Lions Clubs Picture Gallery [See all 5 photos.](#)

November 2011

PRESS RELEASE

Classic FM and the Lions Clubs of Great Britain are proud to announce they are joining forces as Partners in Service

The first example of the Partners in Service working together will be this Christmas. The Lions Clubs of British Isles and Ireland will be teaming up with The Classic FM Foundation to make a big noise for disadvantaged children across the UK.

This proud partnership will see listeners of Classic FM joining with Lions to take part in Britain's Biggest Carol Concert, raising funds to provide music therapy for children.

Clubs are being asked to dedicate where possible some of their annual Christmas carol event or sleigh collection to The Classic FM Foundation and be a part of Britain's Biggest Carol Concert.

Clubs taking part in the event will see their events promoted on the Classic FM website where Classic FM will be shouting about the partnership and promoting the great work of Lions.

Funds raised by Lions Clubs will benefit The Classic FM Foundation who will use them to provide vital music therapy services to children living with disability through their music therapy charity partner Nordoff Robbins.

This is just the beginning of a an important partnership which will develop in 2012 to show how Classic FM and Lions Clubs work together as Partners in Service for the benefit of those who need our help.

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Message to Lions Clubs



Partners in Service - Lions Clubs International and Classic FM

Some of you complain that Lions get little widespread publicity at National level. Opinion says we don't get as much credit as we should or could for national partnership projects. Many Lions feel that with more publicity, more people would be aware of LCI and perhaps recruitment would be easier.

The current situation is about to change. Classic FM and the Lions Clubs of Great Britain will soon announce they are joining forces as Partners in Service. The aim is hold a few well publicised events over the next couple of years.

Classic FM have the means to provide publicity via their website and radio broadcasts.

Lions Clubs International has the manpower to raise money for charitable causes.

Lions - Why Classic FM ?

How many times have you heard that Lions Are the best kept secret?

Well to overcome the secrecy we need publicity – at club level you work hard to obtain the publicity to nurture our growth.

At MD level we have been working hard to obtain the publicity to ensure we as Lions raise our profile, The National Memorial Arboretum Shelter, and St Dunstan's are the latest examples.

However we need to do more and a partnership with Classic FM as "Partners in Service" brings together a National Brand and our Local Strength.

- **Classic FM have 6m listeners a week**, and a website that receives 600,000 hits a day
- **Lions of MD105 have 17,000 members** in 900 Clubs serving their local community.

As a first stage in the partnership Classic FM have asked for help with their Christmas appeal. We are getting to this later than hoped but let's do something if your club has the time to spare at this busy part of the year, much of which you have been planning for a long time.

You are requested where possible to dedicate some of your Christmas carol concerts or sleigh collection to the current Classic FM appeal for Nordoff Robbins. This is a musical charity which delivers some 4,000 music therapy sessions a year to those who need this valuable service, but as important is the training of Therapists to continue and expand this work in the future.

Classic FM wants to know if you are getting involved and will publicise events on a dedicated Lions' web page now established on the Classic FM website. Classic FM will produce a master poster layout to help publicise events (carrying the Lions/Classic FM Partners in Service logos) and has made available 100 copies of a Christmas Carols CD free of any performing Rights issues.

Then as the events approaches Classic FM will seek to publicise events on air, Classic only has 6 minutes of chat/advertising per hour which restricts opportunities. In the January 2012 Classic FM will provide a summary of air time with a value if paid by advertisers.

After the event has been held Clubs can put pictures of their event on picture gallery on this Lions web page, this will show your club in action to a wider audience than currently look at MD/District/Club websites. Lions will also receive a report showing the number of hits received by the dedicated Lion's page and the number of people transferring to the find a Club pages.

In line with the October Council Decision we have agreed to work on a long term partnership as "Partners in Service" working together to select the beneficiaries of our work, using Classic FM's web site to encourage people to find out more about Lions, and organising a major fund raising initiative during which we will raise the profile of Lion's throughout the MD.

It's an exciting opportunity to throw off the veil of secrecy, but we will not get something for nothing we have to get involved to get the rewards.

Those of you who can help now, please help. As the partnership develops hopefully more clubs will become involved and the time we invest will be rewarded with growing public awareness of our work, and just how hard we work to deliver SERVICE. In addition more people will want to get involved and join Lions.

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