



## **Centennial Service Challenge** **Lions Clubs International Announces Global Initiative** **to Serve 100 Million People by 2017**

Toronto, Canada, July 8, 2014 – Lions Clubs International President Joe Preston announced a new global initiative to serve 100 million people by 2017 at the association's 97th annual International Convention held in Toronto. The Centennial Service Challenge is a humanitarian initiative that brings Lions clubs around the world together in service to celebrate the association's 100th anniversary in 2017. "This is a special time for Lions Clubs International and our members," said International President Preston. "For nearly 100 years, Lions clubs have served their communities and touched the lives of millions of people. The Centennial Service Challenge is an opportunity for Lions to celebrate our 100th anniversary by doing what we do best – serving others."

Over the next three and a half years, Lions clubs will work to achieve the goal of serving at least 100 million people by participating in the association's Global Service Action Campaigns, which support youth activities, vision programs, hunger initiatives, and environmental projects around the world.

"Lions clubs are known for their efforts to save sight, but we do so much more," said International President Preston. "The Centennial Service Challenge highlights the important humanitarian work we do and our impact in communities around the world. It's an honor to lead such dedicated men and women who are working to make their communities stronger."

Lions Clubs International is the largest service club organization in the world. Its 1.35 million members in more than 46,000 clubs are serving communities 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 local communities through hands-on service and humanitarian projects. For more information about Lions Clubs International, visit [lionsclubs.org](http://lionsclubs.org).