

DATE



MEDIA RELEASE

LOCAL LIONS THANK (TOWN)

DATE: (TOWN)'s Lions members today applauded the generosity of the local community, with a massive YY Christmas Cakes purchased this year.

And, given the cakes' growing popularity, Lions Australia are looking for local suggestions as to how best serve the iconic cake.

"(TOWN)'s residents deserve a huge congratulations for their generosity in what has been a very tough year," Lions TITLE, NAME said.

"Despite the financial pressures of 2009, we've sold a record number of cakes this year, thanks to the ongoing contribution of our many long-term supporters and to quite a few first-time cake purchasers. It's just an idea at this stage but, given TOWN's obvious enjoyment of, and appreciation for our Christmas Cakes, I'd love to hear your suggestions as to how best to serve the cake."

The sale of the traditional Christmas Cakes marks the end of a very successful year for the TOWN Lions Club, NAME said.

"In addition to the money raised through the sale of the cakes, we've been able to (DO WHAT) as a result of (FUNDRAISING ACTIVITIES eg BBQs)."

"In fact, since Lions around Australia started selling Christmas Cakes way back in 1965, we have raised an estimated \$45 Million-plus, with a direct annual boost to our Sight, Health, Welfare and Humanitarian projects of more than \$2 million each year."

Please email or post your serving suggestions to EMAIL address, POST address.

MEDIA CONTACT: NAME, PHONE DETAILS

About Lions Australia

Lions Clubs International is the world's largest service organisation with 1.5 million members in 45,000 clubs in 200 countries. Lions Australia is one of Australia's largest service organisations with almost 28,000 members and 1,400 clubs across Australia. Lions Australia raises over \$20 million per annum to assist in community and health projects, and funding for Lions foundations and programs