



**The Proof is in the Pudding:
Lions Christmas cheer gives \$1.5m back to communities**

20 December 2010 Lions Australia really can have their cake and eat it too, as the not-for-profit organisation raises \$1.5 million in proceeds selling its humbly famous Christmas cake and new line of Christmas puddings like hotcakes... literally.

“Christmas has really come early this year for the Lions Australia, and we are thrilled with the results of the sales”, Lions Australia Executive Officer Rob Oerlemans said.

“I believe the cakes have become part of a family tradition, not only because they are an exceptional product but because people who buy them trust that the proceeds from the cakes will go to hundreds of needy projects in their own local communities”.

Over two thousand cartons of Lion’s new line of Christmas puddings sold-out in record time, and more than 320,000 Lions Traditional Christmas Cakes have already been sold across the country this Christmas.

“Cake sales continue to increase every year, while the sale of our new line Christmas puddings has jumped 25% since 2009. This is an absolutely fantastic result, and it is great to see more and more people are jumping up to support such a good cause”, Mr Oerlemans said.

“All labour that goes into the marketing of the cakes is voluntary. And unlike many other not-for-profit organisations, Lions pays fees to cover their own operating costs – so people rest easy knowing that their money is going to where it is intended”.

Lions Australia gives to scores of local charities and community-based programs such as hearing assistance dogs; blindness prevention campaigns; medical research into children’s cancer cervical cancer vaccines, and spinal cord injuries; mobility aids for older people and those with disabilities; and disaster relief for Black Saturday, Cyclone Tracey, Cyclone Larry and Ash Wednesday victims.

The Christmas cake and pudding proceed results have topped off what has been one of the most successful years for Lions Australia, which also hosted the 93rd Annual Lions International Convention in Sydney in July.

More than 12,000 people from over 150 countries gathered celebration at the Sydney Convention and Exhibition Centre's exhibition halls, with highlights including the International Global Youth Music Awards and the Parade of Nations where thousands of delegates paraded down Macquarie Street from Hyde Park to The Sydney Opera House.

Guest speakers at the convention included Australia’s 25th Governor-General, Her Excellency Ms Quentin Bryce AC, 2004 Nobel Peace Prize Winner Dr Wangari Maathai, and Captain “Sully” Sullenberger, the American pilot who made a courageous emergency landing in the Hudson River, saving hundreds of people.

“This has been a special year for us, as it has really put Lions Australia in the spotlight, exposing to the world all of the good work members have been achieving across the country.

“At the same time it also magnified the extent of Lions International outreach. This is something that we should be very proud of and I am excited to see what is in store for Lions Australia in the future”.



About Lions

Lions Clubs International world's largest service club organization, with more than 1.3 million members in more than 45,000 clubs in 205 countries and geographic areas. In addition to its efforts toward conquering blindness, the organization has made a strong commitment to community service and helping youth throughout the world.

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.

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