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**Introduction Letter**

Hello Lions and Leos! Thank you for your interest in planning a **Strides For Diabetes Awareness** event in your community. The Lions Clubs International Strides program has been redesigned with new and updated resources to better support your project. Additionally, a new Strides logo and lapel pin are available to you. This Strides Planning Kit will make it easy for your club or district to organize and implement your event.

**What is Strides?** A Strides event is a highly visible, fun community event for Lions and Leos to promote diabetes   
awareness and the benefits of regular exercise for all ages and abilities. It is an effective way to:

• Engage and empower Lions/Leos and their communities to fight against prediabetes and diabetes

• Raise awareness about prediabetes and diabetes and the importance of regular healthy exercise

• Demonstrate Lions/Leos support for those at risk of or living with prediabetes and diabetes

• Raise funds (optional) for LCIF or other service projects in Lions/Leos communities

Strides events can include walking, dancing, exercise class, jogging/running, bicycling, or other exercise activity. For more information and resources, visit the Lions Clubs International Strides webpage.

**Strides Planning Kit:** This kit contains samples of publications that can also be downloaded from the   
association’s website.

***• Strides Service Project Planner*** – to guide your club or district through each step of planning and implementation

• Three templated word documents for ease of personalizing and promoting your Strides event:

u ***Strides Community Poster*** – to promote your event in your community and provide event details

u ***Strides Press Release*** – to gain media attention and more publicity for your event

u ***Local Government Proclamation*** – to designate a special day in your city to honor your Strides event and to  
 increase awareness about prediabetes and diabetes

***• Diabetes Fact Sheet*** – to provide diabetes facts and statistics pertaining to your area

***• Strides Promotional Bookmark*** – to use as a club, district or community handout

**Strides Logo:** You can find variations of the Strides logo on the Lions Clubs International website that you may use for   
your promotional or giveaway items. These items can include Strides hats, T-shirts, signage, certificates of participation, etc.

**Strides Pin:** The Strides pin can be given to community participants to commemorate your Strides event. It is available for purchase in Club Supplies.

**Celebrate Your Service!** Remember to report your Strides event. Reporting service helps transfer knowledge and best practices to your club’s or district’s future leaders. Reporting shines a light on how and where local clubs and districts are making a difference. This elevates the profile of Lions Clubs International as a global service club organization. For more information logon to: <https://www.lionsclubs.org/en/service-reporting>

**Lions Clubs International**

**Service Activities**

**300 W 22nd St. Oak Brook IL 60523-8842  
www.lionsclubs.org**