



NEW JERSEY LIONS



DISTRICT 16B NEWSLETTER

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Lions Clubs International
FOUNDATION

LCIF in Sight

Learn About
New Billboard Campaign >>



Foundation Launches Public Awareness Campaign on Sight

Beginning in July and running through the fall, Lions Clubs International Foundation is raising public awareness of vision and also the Foundation through 1,000 billboard advertisements along roadways throughout the United States.

The billboards encourage people to think about the importance of their vision while highlighting that saving sight is a primary initiative of Lions Clubs International Foundation.

The billboards read: “Our Vision is that You Don’t Lose Yours” and encourages the public to visit www.lcif.org/sight for more information.

The artwork incorporates the recently updated look for LCIF and can be viewed at www.lcif.org. The campaign follows on a similar, successful billboard advertisement campaign by Lions Clubs International aimed at membership.

To learn more go to:
www.njlions.org/16b



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