

# Keep the Publicity Coming

The more you try to get your Optimist Club's name out there, the more success you will have. Here are a few events and activities that may attract the media's attention throughout the calendar year.

## Childhood Cancer Awareness Month

June is Optimist International Childhood Cancer Awareness Month. Clubs are encouraged to start a program that creates awareness in their community during the month of June. Or they may conduct a fundraiser to support the CCC and donate the funds to support the Optimist International research initiative and the matching grants program. Funds can also be used to support local cancer initiatives, hospitals or families dealing with childhood cancer.



## Optimist in Action Day

Optimist in Action Day is the third Saturday in October and is a single unified day to promote the mission and values of Optimism to the public. Clubs can participate in any way they choose; the idea is for every Club to spread the word of Optimism in a way that best suits their Members and their goals.

## JOOI Reading Month

In connection with the JOOI of Reading, JOOI Clubs can designate a month to promote reading for fun to the students in their schools. Contact your local JOOI Club to see how you can help with their plans for JOOI Reading Month.



News releases are available for each of these events. Look in the "News Releases" folder on the CD or go to [www.optimist.org](http://www.optimist.org), look under "Members" and click on "Marketing."