



ROTARACT

PUBLIC RELATIONS KIT

Public relations is key to Rotaract's strength. It helps you raise awareness of Rotaract — what it is and what it does — in your community and beyond. Through the news media and other channels, *you can promote Rotaract's positive image!*

The news media is an important component of public relations. It is fast, local, and reaches many people at once. Your local newspapers, magazines, television programs, and other media can help to bring your Rotaract message directly to the general public.

In addition to targeting the news media, your PR efforts can also be directed to your sponsoring Rotary club, the business community, local governmental officials, civic leaders, other organizations, and people directly affected by your club's service initiatives.

Use the materials and ideas in this "tool kit" to promote your Rotaract club. Spread the word about Rotaract's good work!

DOs and DON'Ts

DO review each item in this kit to determine which best fits your particular goal. Are you responding to the absence of a Rotaract mention in an article, or are you informing others of Rotaract activities in your community, city, or country?

DO highlight the Rotaract angle of your story. When partnering with a Rotary club-sponsored activity or project, such as NIDs, disaster relief, or community service, be sure to submit a press release mentioning Rotaract's involvement. The media are very interested in stories involving younger volunteers.

DO share your message with local newsletters, college publications, and community Web sites.

DO include a letter introducing yourself and requesting the editor's attention.

DON'T send multiple items in the Public Relations Kit to a single media outlet.

DON'T send selected items to media outlets without your local Rotaract club's angle.

APPROACHING THE MEDIA

There are several ways to take your story to the media. Whatever your approach, be persuasive, persistent, and friendly — but not aggressive. The journalist's preference will determine the best methods.

- **Phone:** Some editors like a brief (under one minute) phone description of your story and reasons why their audience might be interested. They can tell you if they want more information.
- **Mail:** Mail is best for sending nonpressing stories. Send a one-page letter with your background materials.
- **Fax/E-mail:** Inexpensive and fast, these are good methods of sending information directly to the newsroom, but they have their limitations. Most reporters discourage unsolicited faxes and e-mails. You should check to find out acceptable methods for your targeted publications.

WHAT IS INCLUDED IN THE PUBLIC RELATIONS KIT

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|--------------------------------|---------------------------------------|
| 1. SAMPLE FEATURE STORY | 4. WRITING AN EFFECTIVE PRESS RELEASE |
| 2. SAMPLE OPINION PIECE | 5. PHOTOGRAPHS |
| 3. SAMPLE LETTER TO THE EDITOR | 6. PUBLIC RELATIONS ON THE WEB |

ITEM DESCRIPTIONS

1. SAMPLE FEATURE STORY

Newspapers and magazines may be interested in Rotaract stories, but due to time and staff constraints, they may not be able to assign a reporter. A prewritten *Feature Story* is a good idea in this situation. Here are a few tips to help you submit a *Feature Story* to your local publications:

- Review the *Sample Feature Story* for an idea of its format and style.
- Call the newspaper/magazine for the name and contact information (address, fax number, e-mail address) of the Features Editor. You may also find some of this information at the publication's Web site.
- Write a brief introduction letter, requesting that the Features Editor review your *Feature Story* and consider placing it in the Features Section.
- Attach photos relating to the story.
- Follow up with the Features Editor one day after faxing or e-mailing, or 3-4 days after mailing, to check on the status of your submission. (It is best to call newspaper/magazine editors early in the day — avoid calling after 2 p.m.)

2. SAMPLE OPINION PIECE

Opinion pieces are located near the end of the front section in most newspapers, usually opposite the Editorial page. Opinion pieces are a great place for community members to air their views on a specific issue. Here are some tips to help get your *Opinion Piece* printed:

- Review the *Sample Opinion Piece* to familiarize yourself with format and style.
- Contact the newspaper/magazine to get submission information for the Editorial page. This information might also be available on the publication's Web site.
- Mail, e-mail, or fax the *Opinion Piece* to the Opinions Editor.
- Follow-up with the Opinions Editor of the newspaper 1-2 days after faxing or e-mailing, or 3-4 days after mailing to check on the status of your submission. (Remember to avoid calling newspapers/magazines after 2 p.m.)

3. SAMPLE LETTER TO THE EDITOR

A *Letter to the Editor* is a great way to educate the community on Rotaract activities. Here are some tips to get your *Letter to the Editor* printed:

- Review the style and format of the *Sample Letter to the Editor*.
- Call your local newspaper/magazine to get submission information for the Editorial page. This information might also be available on the publication's Web site.
- Mail, e-mail, or fax your *Letter to the Editor*.
- You may follow-up on the status of your submission. Avoid calling after 2 p.m.

4. WRITING A PRESS RELEASE

The press release is the most common public relations tool. Newspapers welcome press releases and sometimes print them verbatim. Two key factors in sending out effective press releases are timeliness and a local angle. If your club has something to announce, your release should clearly state the facts by answering the questions: Who? What? Where? When? and Why?

Following are a few tips for submitting a *Press Release* to a local newspaper/magazine:
(Note: Do not send more than one *Press Release* at a time to a single news outlet.)

- Review and note the style and format of the *Sample Press Release*.
- Add a club contact person to the top of the page. Make sure this person is available to respond to any media inquiries.
- Call the newspaper/magazine for the Assignment Editor's contact information.
- Allow enough time to get your document there at least 3-4 days before the scheduled event.
- Mail, e-mail, or fax your *Press Release* to the Assignment Editor.
- Follow up with the Assignment Editor the following day after faxing or e-mailing, or three days after mailing, to check on the status of your submission. (Call before 2 p.m.)

5. PHOTOGRAPHS

Visuals are essential to journalism. Some newspapers and magazines welcome photographs and visuals from outside sources. And sometimes, a picture can improve the likelihood of your article being published. When taking a photograph, be creative. An action shot is much more exciting than a group of people staring at the camera. Take pictures that show action, tell a story, and convey the purpose of Rotaract.

- Hands-on photos — Rotaractors working in the community
- Rotaractors working on a service project or working with children
- Try to include the Rotaract or Rotary emblem in the photo — either on a sign or on clothing. Subtle but clear signage is best.

Suggested uses for photographs:

- Send a photo with a Feature Story or Press Release, as photographs and graphics often accompany these news articles.
- Don't send a photo with an Opinion Piece or Letter to the Editor, as the Opinion and Editorial pages do not generally place visuals in this section.
- Don't fax photos to the media. The quality is too low for reproduction.

See **Rotaract Photo Gallery** for examples of Rotaractors at work:
www.rotary.org/programs/rotaract/prtools/gallery.html

6. PROMOTING ROTARACT ON THE WEB

A Web site is a great way for you to improve public relations. It's a way to share your Rotaract club with the rest of the world. This section has tips on creating a site or using your existing site to promote Rotaract projects.

SAMPLE FEATURE STORY

1,250 words

Polio: The Final Chapter

During the first half of the 20th century, poliomyelitis paralyzed half a million people a year. Today, the disease is on the verge of eradication.

The war against polio has been waged on many fronts for decades and never has victory been so close. It is a battle fought with two tiny drops of vaccine, sophisticated technology, and an army of dedicated volunteers who help scientists track an elusive foe.

The struggle to achieve global polio eradication is a public health story of epic proportions. Rotary International is the volunteer arm of a global partnership dedicated to eradicating polio. Public partners include the World Health Organization (WHO), UNICEF, and the U.S. Centers for Disease Control and Prevention (CDC). Rotary's role on this team has been labeled a model for public/private partnerships for years to come.

Rotary members are leading the charge by committing nearly a half billion U.S. dollars in private funds through 2005 to provide polio vaccine, technical support, medical personnel, laboratory equipment, and educational materials for health workers and parents.

Of even greater significance, Rotary members offer their compassion, time, and expertise. During National Immunization Days (NIDs), Rotarians volunteer to help at immunization posts, deliver vaccine, transport health workers, and recruit fellow volunteers.

The mass mobilization for National Immunization Days, referred to as "social mobilization," has involved election-style campaigning and innovative strategies to get the message to people who are cut off from the mainstream by conflict, geography, or poverty. Rotarians prepare and distribute different types of mass communication tools including posters, TV spots, radio promotions, billboards, folk songs, and promotional messages that are placed on floats, trucks, rickshaws, and in local newspaper announcements.

The lengths to which they will go to get vaccine to children are heroic, traveling hundreds of kilometers, on camel, by boat, by helicopter, on horseback, or on foot for days to reach every child.

Following are some examples of Rotary in action:

- In India over 100,000 Rotarians, their families, and friends joined the Indian government for three consecutive years in immunizing over 150 million children on one day — signaling the largest public health event ever in the world.
- In Uganda, Rotarians actively participate in the planning and implementation of NIDs. Thousands of Rotary volunteers assist authorities by providing cold storage facilities to preserve the vaccine, transporting vaccine to immunization posts, and helping to track children who may have missed the immunization. As respected leaders in their communities, Rotarians play a key advocacy role to win people's confidence in the program.
- Since 1996, Rotarians in Angola have led a campaign to solicit corporate jets, helicopters, and vehicles to move vaccine through Angola's landmine-infested countryside. Additional volunteers mobilized by a single Rotary club helped the government reach 80 percent of its target population of children under five years of age.

- In countries like Laos, Myanmar, Vietnam, and Yemen where there are no Rotary clubs, the PolioPlus program funds vaccine procurement, operational support, and promotional materials for NIDs.

The last three years have been pivotal in advancing the polio eradication effort, culminating in several major milestones. Among these are:

- Nearly two billion children have received oral polio vaccine in the last 10 years and are successfully protected from poliomyelitis.
- During 74 full National Immunization Days, 16 Sub-National Immunization Days, and 7 “Mopping-up” activities (going door to door to immunize children in remote areas where pockets of the disease still exist) conducted in 1999, over 450 million children received oral polio vaccine. This represents nearly 75 percent of all the world’s children under the age of five.
- Since Rotary began its PolioPlus program, the number of polio-endemic countries has declined from over 125 countries in 1985 to 20 countries at the end of 2000.
- Since 1988, the number of polio cases has been reduced by 99 percent, from 350,000 to some 3,500 in 2001.
- In 1988, 10 percent of the world’s children lived in polio-free countries; as of 1 January 2001, over 60 percent are living in polio-free countries.
- To date, 122 nations around the world have benefited from PolioPlus grants for polio immunization and eradication efforts.

Much work remains

Despite these encouraging developments, health officials warn that polio is still prevalent in Southeast Asia and sub-Saharan Africa, primarily in highly populated countries. To reach the last reservoir of polio, WHO recommends four key strategies to attain polio eradication:

1. Maintain high levels of routine immunization coverage
2. Conduct NIDs for children under age five
3. Implement and maintain a rigorous reporting system and laboratory network
4. Implement “mop-up” efforts when necessary

WHO reports that polio outbreaks still occur in areas with weak health infrastructures attributed primarily to years of civil conflict and lack of government commitment.

As the polio eradication program enters the final and most difficult phase, there is a dire need for greater political will in light of a critical shortfall of funding. It is estimated that over US\$1 billion is needed from donors through 2005 to eradicate polio, of which approximately \$600 million has already been pledged. The current estimated funding shortfall is \$400 million.

Recognizing the urgency of the advocacy role, the Trustees of The Rotary Foundation authorized the appointment of a Polio Eradication Advocacy Task Force. Its principal job is to coordinate Rotary club members’ efforts to convince national governments and other funding sources of the urgency, the need, and the benefits of investing the necessary funds to meet the extraordinary costs of polio eradication. According to WHO, polio eradication would save the world \$1.5 billion annually by eliminating the need for routine polio immunization. Since 1995, Rotary’s Polio Eradication Advocacy Task Force has played a major role in decisions by donor governments in polio-free countries to contribute over \$1 billion for the eradication of polio.

In addition to these advocacy efforts, The Rotary Foundation recently entered an agreement with the United Nations Foundation, founded by R.E. (Ted) Turner, to help raise the necessary funds to eradicate polio.

Rotary's PolioPlus program has evolved throughout the organization's 20-year drive to eliminate one of the most dreaded diseases of all time. In addition to international advocacy to secure outside donor funding, Rotary also created PolioPlus Partners — an alternative funding mechanism formed in 1995 to provide Rotary volunteers at the local level an opportunity to participate in the final and most challenging years of polio eradication.

Rotarians and The Rotary Foundation have contributed over \$28 million to PolioPlus Partners for social mobilization, laboratories, surveillance, and other polio eradication projects. Donations range from \$100 to \$100,000 and are used to purchase much-needed surveillance supplies and promotional items to mobilize communities during NIDs.

Rotary members are doing everything in their power to ensure that polio does not make a comeback and derail the eradication goal. As one WHO official points out: "Unlike many diseases, we have the technology right now to eradicate polio. Never again will we be closer to our goal than we are today."

The world stands firmly on the threshold of victory. Thanks to the achievements of the last two decades, nearly two billion children have received the oral polio vaccine and are successfully protected against the disease. UNICEF estimates that three million children who might have been disabled by polio are today playing and walking normally due to the efforts of Rotary International and its global partners.

What finer gift can we give the children of the next century than a world without polio?

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SAMPLE NEWSPAPER OPINION PIECE

600 words

Now More than Ever: Volunteer in Your Community

Right now another battle is being waged on the frontlines of Afghanistan and Pakistan — the war against polio. Volunteers from throughout the globe have set up immunization posts to vaccinate children in both urban and rural areas that include Afghan refugee camps. The volunteers encourage families by parades, billboards, and fliers to get their children vaccinated and bring the polio vaccine door-to-door to ensure no child was missed.

There are millions of examples of such volunteers working every day to make our world a healthier and safer place to live. And now more than ever, “ground troops” are needed in the support of humanitarian projects and peace initiatives around the world.

The United Nations declared 2001 as the International Year of the Volunteer. On 5 December 2001, global leaders will recognize these extraordinary individuals for their tremendous efforts. This day should also serve as a reminder for the rest of us that the problems of the world can’t wait.

Famine, illiteracy, natural disasters, drug abuse, and AIDS continue to haunt our existence. Misunderstanding and ignorance between each other threaten the security of our lives. The time is now to make a difference in our communities.

With a network of 1.2 million business and professional leaders united in 162 countries, Rotary is a local outlet and resource for service opportunities. Rotary works with international organizations such as UNICEF, the World Health Organization, and the U.S. Centers for Disease Control and Prevention on the elimination of polio worldwide by 2005. Rotary also works on global issues such as hunger, literacy, intercultural exchange, and the environment.

Rotary provides local solutions to global problems:

- In Angola, Rotary club members led a campaign to solicit corporate jets, helicopters, and vehicles to move the polio vaccine through Angola’s landmine-infested countryside.
- In the United States, Rotary club members in Atlanta, Georgia, created the first baseball field for children of special needs so that every child may fulfill the dream of playing ball.
- Rotary volunteers in Istanbul, Turkey, provided immediate relief to the victims of the earthquake in 1999. Community leaders continue to educate citizens on what to do if another earthquake occurs.
- Youth volunteers in Campinas, Sao Paulo, Brazil, created a home for street children who suffer from drug abuse, prostitution, and disease. Rotary club members offer education and safe homes for the several hundred young adults to improve their lives.

Volunteering our time for each other is just one of the ways that we can improve the world. We can also educate ourselves on other cultures and experiences. International understanding increases the compassion we feel for each other. That’s why Rotary also provides educational scholarships for high school and college students to have the opportunity to study abroad for a short- or long-term stay.

In addition, the newly created Rotary Centers for International Studies in peace and conflict resolution provide advanced educational opportunities for a group of Rotary World Peace Scholars, chosen from various countries and different cultures, in order to advance knowledge and world understanding among potential future leaders of government, business, education, media, and other professions. Our members believe that through international exchange, we can help the future global leaders promote peace and cultural understanding between the nations of the world.

The United Nations' Year of the Volunteer is soon officially over, but children around the world beg for more assistance. Now is the time to start volunteering. Contact your local Rotary club at www.rotary.org or another volunteer organization to find out more about contributing to your community. The events of 9/11 prove that understanding each other and helping one another can't wait any longer.

— Richard D. King, President, Rotary International 2001-02

SAMPLE LETTER TO THE EDITOR

Miami Herald
10 November 2001

We must look beyond cultural differences

World peace and understanding are more important than ever. Even before the 9/11 terrorist attacks, U.S. Secretary of State Colin Powell proclaimed 12-16 November as International Education Week, a time to promote and celebrate the benefits of international education and worldwide exchange.

As a Rotary Foundation Scholar in 1975-76, I strengthened my commitment to peace and conflict resolution. The program provides students with scholarships to study abroad, serving as ambassadors of goodwill. During my time abroad, I was enriched academically and culturally, and I was able to promote goodwill throughout the world.

Thanks to the Rotary Club of Windermere, Florida, I spent 12 months studying for a graduate degree in international law at the Institut Universitaire des Hautes Etudes Internationales.

I could have pursued these studies in the United States. However, in Switzerland I had classmates from all over the world, including the Middle East, North Vietnam, and what was the Soviet Union at the time. My classmates represented a broad range of religions, cultures, and languages. This made the experience truly unique.

I have used what I learned while a Rotary Scholar in my jobs at the White House, the State Department, the departments of Commerce and Agriculture, state government, and the private sector.

As the world works to combat hatred and intolerance, I am reminded of what so many of us learn as students abroad: Cultural differences make us unique, but our differences are not what ultimately matter. We can all work together to foster cross-cultural respect, peace, and understanding worldwide.

Adis M. Vila
Hollywood

WRITING AN EFFECTIVE PRESS RELEASE

The press release is one of the most important public relations tools. Keep the following questions in mind when writing a release:

- Who should be interested? Why?
- What is our goal in publicizing this event?
- Why should the media be interested?
- What is the media looking for?
- Does this story fit into a current news trend?

There are several elements to a press release, including the heading, first paragraph, body, and closing. Let's look at each one:

Heading — The heading should be brief and tell your story in one sentence.

Youth and Local Business Organizations Work Together to Help
Earthquake Survivors in Turkey

First Paragraph(s) — Who? What? Where? When? Why?

Hundreds of young professionals, students, and others from New York and New Jersey are coming together to support the thousands of newly homeless, injured, and traumatized survivors of Turkey's devastating earthquake.

Body of the release (two or three paragraphs only) — Description of the event.

The relief effort, organized and lead by the **Rotaract Club at the United Nations and the Turkish American Business Forum, Inc.**, is seeking to promote financial contributions to the American Red Cross, and collect in-kind donations of medical and other badly needed items to be shipped to Turkey.

Highest priority items are medical and first aid supplies, which will be shipped by air to Turkey, compliments of Turkish Airlines. The Turkish American Business Forum has set up an emergency center to develop corporate donations of medical, pharmaceutical, and first aid items en masse. The Red Crescent/Red Cross will facilitate transferring the items to crisis centers and hospitals in Turkey.

All other items (hygiene and cleaning supplies, nonperishable foods, baby foods and diapers, new and used shoes and clothing, household items and linens) will be shipped via ocean container, compliments of Marathon Lines. Turkish Rotarians and Rotaractors in Istanbul will help the Red Crescent/Red Cross to distribute the items to the earthquake survivors.

Closing — Sponsors and Volunteers: Who is involved?

Additional Information:

- **The Rotaract Club at the United Nations:** Disaster relief: (201) 243-0804, Club info: (718) 335-0055, www.rotaract-nyc.org, alisacat@hotmail.com. *Rotaract is a nonprofit, nonpolitical, international volunteer service organization of students and young professionals. **The Rotary Club of New York sponsors Rotaract at the United Nations.** There are more than 7,000 Rotaract clubs worldwide with some 160,000 members.

- **The Turkish American Business Forum, Inc.:** Emergency center: (800) 922-3221, info@forum.org, www.forum.org. The Turkish American Business Forum, Inc., is a not-for-profit organization of Turkish and American professionals in metropolitan New York committed to furthering Turkish and American business relations.

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Important Notes:

1. Include a **“boilerplate.”** This is a standard definition of Rotaract that answers the question, “What is Rotaract?” **This should be in every press release you write:**

***Rotaract** is a nonprofit, nonpolitical, international volunteer service organization of students and young professionals. There are more than 7,000 Rotaract clubs worldwide with some 160,000 members.
2. Always include **Web site** and **national contact number**.
3. Make sure **contact name and date** are at the top of your release.
4. Include **####** at the end of the release to indicate “the end” in media shorthand.
5. **Photographs** — A picture is worth a thousand words. If you have an interesting photo, send it with your press release. Generally, photos should contain five people or less. Include names of everyone in the photo and how they relate to the press release. When taking a photograph, remember to be creative. Take pictures that show action or tell a story and convey the purpose of Rotaract. See photographs included in this packet for some examples of good action shots.

ROTARACT PHOTO GALLERY



Drum



Plant



Raft



Give



Build



Laugh



Tree



Dance



Bring

Photos are available on the Rotaract Public Relations
CD-ROM and can also be viewed online at:

www.rotary.org/programs/rotaract/prtools/gallery.html

TEN TIPS FOR PR ON THE WEB

1. Make your site appealing, approachable, and easy to use. You can be serious, communicate weighty issues, and instill a sense of fundamental goodwill. Also add personality and fun — it's a chance to make your readers smile.
2. Make sure key information is available in several different formations in addition to HTML. Microsoft Word is a good choice. You'll get extra public relations points if you make your press releases and other documents easily downloadable.
3. E-mailing large text or graphics files consumes too many resources. It's better to post them on the Web or make them downloadable via FTP.
4. If you use streaming video, make sure it is presented in a standard format called AVI. (AVI stands for Audio Video Interleaved. It makes sure your file meets standards for audio and video signals.)
5. Consider lower bandwidths and smaller downloads to make data retrieval easier for your audiences. Keep graphics small and simple.
6. Use your Web site to respond to requests through e-mail, interactive forms, surveys, or chat.
7. As soon as possible, get listed on as many different Internet search services as possible.
8. Photos can trigger an audience's interest in a Web site. Posting photos of events is very popular, particularly when they are posted soon after the event.
9. Interactive surveys can be very effective. Readers are more satisfied when they enjoy themselves as they learn valuable information. It's often the thrill that gets them involved, but the material keeps them there and draws them back.
10. Many users still don't trust online interactions. It is important to post privacy policies up front. Readers like seeing how their feedback affects overall survey results. If that's not possible, at least send an e-mail to your respondents to confirm that their information has been received.

Visit Rotary International's Web site for information you can use:

There's no place like "home," and Rotaract's online home is www.rotaract.org. Rotary International's home page is www.rotary.org, the place to start if you're looking for Web pages to link, files to download, or news to add to your Web site.

- *"A Guide to Getting Your Rotary Club Up and Running on the 'Net'"* (www.district5110.org/area8/guide.htm) provides valuable information about creating and maintaining your Web site.
- *The Media Center* (www.rotary.org/newsandinfo/presscenter/index.html) provides a good model of how Rotary groups can use the Web to share news and improve public relations. This page provides links to important information such as presidential biographies, news releases, photos, news by region, and Rotary's mission.
- *Effective Public Relations* (www.rotary.org/membership/prtools/index.html) provides vital PR tools to promote club and district activities.
- *The Fact Pack* (www.rotary.org/membership/prtools/toolbox/resource.html) contains files, graphics, and information that you can download and add to your site.

- *Where Clubs Meet* (www.rotary.org/services/clubs/index.html) is a list of upcoming Rotary meetings around the world. If you are not listed already, you can contact Rotary International to add your own meeting to this page. Your club's membership officer can put up a Web page with instructions on upcoming meetings and how to join your Rotary club.
- *The Rotary International Emblem* (www.rotary.org/newsandinfo/downloadcenter/graphics/emblem/index.html) page contains several versions of the official RI emblem.

RI's Policy on Web Sites

Before developing your club or district Web site, it is important to read RI's policy on electronic communications. The policy can be found on RI's Web site: www.rotary.org/membership/prtools/guidelns.html.

RI's *Visual Identity Style Manual* will give you guidelines on using logos and other RI regulations: www.rotary.org/newsandinfo/downloadcenter/pdfs/547en99.pdf.



Press Release and Clipping

Learning Trip to A' Famosa Animal World Safari For Stepping Stones' Children August 31, 2001

As the nation celebrated the country's 44th year of independence, Rotaract Club of Kuala Lumpur (RACKL) brought a group of 28 underprivileged children from Stepping Stones, a shelter home for abandoned and neglected children located at Taman Seputeh, Kuala Lumpur for a Learning Trip to the A'Fomosa Animal World Safari in Melaka. This community service project, apart from enabled the children to join in the cheer of national day celebration, was also aimed to increase the children's wildlife knowledge through the non-traditional classroom environment.

Morning

RACKL chartered a bus to ferry the children from their home to the Safari. By the time they arrived in Safari at 9:00 a.m., the organizing committees were already present to ensure the ground arrangements were in order. Entrance fees were waived for the children and concession rates were given to the volunteers, courtesy of the management of A' Famosa Animal World Safari.

A total of 49 participating Rotaractors and guests gathered at the main entrance for a briefing by their respective group leaders. After the pairing of each child to the respective volunteer, the group began the true wildlife exploration. Participants were taken for a ride by special Safari Truck (look alike animal truck) to the Safari Zone of which they experienced wild animals roaming around freely throughout the entire ride. The group later proceeded to the Multi Animals Show and enjoyed the entertaining shows such as sun bear on roller coaster; swimming monkey; orang utan playing golf; 1st orang utan live band etc. put up by the talented cute animals.

Lunch

All the children and volunteers were taken for a sumptuous buffet lunch at the Farm House before they continued their visit at the Chicken Farm and played with the adorable new-born chicks!

Afternoon

The group later spent 1/2 hour at the Walk Thru Area where small animals are being housed there. Most of the volunteers, apart from the minority number of hyperactive (or young at heart) volunteers who continued to join the children in chasing after the small pity animals, decided to take a break at the Zulu Hut before the group moves on. At 1.45 p.m, the children were taken to the show stage for the famous "wild-wild west" show, a performance which received full applause from all. The learning trip ended with the visit to Monkey Island where all participants were greeted and welcomed by the hosts of the island, special types of monkeys originated from the Amazon Jungle.

By 4:00 p.m., we were all exhausted. After saying goodbye to all the big brothers and sisters, the children were ushered into the bus and sent back to KL. As for the organizers, we were also tired but certainly enjoyed playing host to these underprivileged children.

Till the next community service project ..

**Reported By,
Malathi Rathakrishnan
Guest and Organizing Committee
RACKL**