

# Lions Clubs International



We Serve

Lion David Atkins

12 Green Lane, STREET, Somerset, BA16 0QL

Tel (H) 01458 443055 (M) 07785 900682

E-mail [liondatkins@btinternet.com](mailto:liondatkins@btinternet.com)

Dear Lion President

## **LIONS CLUBS & THE OLYMPIC GAMES**

Next year's Olympic Games will provide clubs with opportunities to support celebratory events in their own communities, including those locations in Somerset, Devon and Cornwall that the Olympic Torch visits during its passage through the country.

There are extensive regulations covering what can and cannot be done or used in the Olympic name.

Individuals can enrol as Local Leaders but in that role they must not be representing or promoting any organisation, business or charity.

There are also very stringent regulations that have to be adhered to on the types and content of events which can be linked to the Games as well as restrictive use of logos and Olympic "brands".

This letter is being circulated not to advise clubs against organising or participating in any events but to highlight the vital need to check out the regulations and guidelines.

Full details, including the Olympic Torch route, are available at:

<http://www.london2012.com/get-involved/local-leaders/planning-your-event/>

Please ensure that your club does check extensively before either instigating or getting involved in a community event as we do not want any club to fall foul of the law.

Please contact me if you want to seek a second opinion as to the meaning and interpretation of any of the regulations.

In conclusion the Torch Relay in particular presents a great opportunity to get involved with other community groups and local councils in welcoming the Olympic Torch bearers to your area.

Yours in Lionism

**David Atkins**

Lion David Atkins