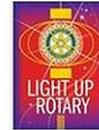




Val Callahan
2014-2015
District Governor



District 7910
Central Massachusetts
USA



Purple Pinky Day is October 24. Are you and your club ready?

From DG Val Callahan

Polio has no cure. It is a crippling and potentially fatal disease, and children under the age of five are at the greatest risk. While there is no cure, there is prevention. For as little as 50 cents, a child can be protected against this crippling disease for life. The primary goal of the Purple Pinkie Project is twofold—to raise the funds needed to eradicate Polio and to raise awareness about the seriousness of this disease and how we can prevent it. Polio has been eradicated in all but four countries. If Polio isn't eradicated, the world would continue to live under the threat of this crippling disease.



What is your club planning to do for Purple Pinkie Day? Clubs across the district have embraced Purple Pinkie Day to raise funds for polio eradication and to increase awareness. Some clubs collect funds at local grocery stores. Other clubs work through their local school district to collect donations and educate students. Others set up information stands at community events and give a bracelet, a balloon, or a piece of candy in exchange for a dollar or more contribution to PolioPlus. With Purple Pinkie Day less than a month away, plan now how you can raise funds and increase awareness.



All of our clubs are doing many different, creative events and are hosting highly qualified speakers on the topic. For example, the Rotary Club of Hudson is focusing on this issue. On Tuesday, October 7 they are hosting a distinguished speaker from Pakistan who will address the challenge of polio in Pakistan. If you wish to attend, contact Speaker Chair Cheryl Rosen at cherylr@tiac.net. Cheryl's great event poster is available on the district FB page: <https://www.facebook.com/>



This is a perfect opportunity for club service, Rotary outreach, fellowship, working with high school kids, building relations with local merchants and much more. Plan and implement a good day and share the results on Facebook, in the media and with me.

Learn more about how we can collectively make history and end polio now:

<http://www.endpolio.org/>.

[Great Rotary anti-Polio media coverage](#)

Questions: Drop a note to [Ron Goodenow](#), editor.