

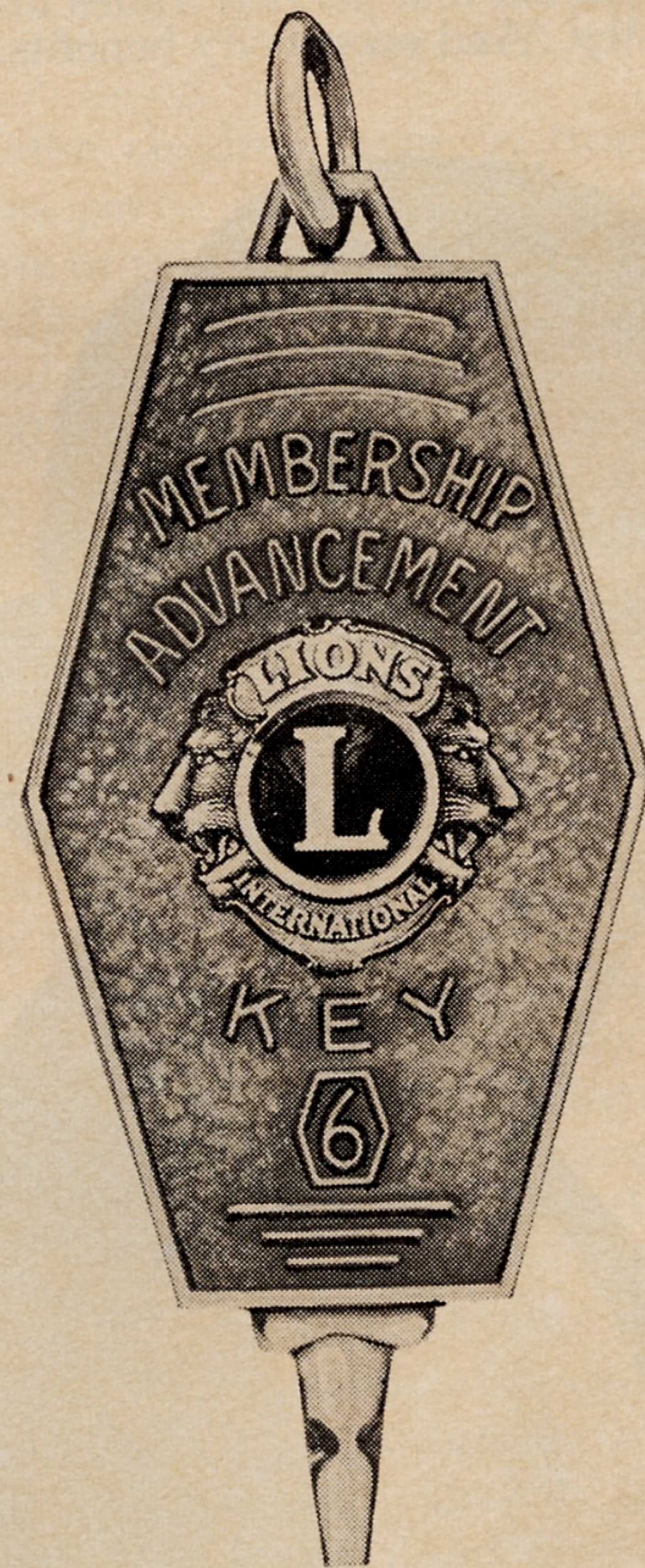
A NEW AWARD for the SPONSOR

Among the proudest possessions of thousands of Lions are gold-colored keys which signify their participation in the Key Member Program.

This 30-year-old program was adopted by the International Board of Directors to recognize Lions who have aided in building the Association through the sponsorship of new members. In the intervening years, it has done this through the issuance of eight graded keys, ranging in value from the Membership Key (for two new members) to the rarely attained International Key (200 new members).

Now the Board has added a new award to the Key Member Program: the Membership Advancement Key, shown on this page, for six new members. The purpose of the addition is to help bridge the ten-member gap between the Membership Key and the Master Key (for 12 members). Careful studies by the International Board's Membership Development Committee had revealed that small populations in some club areas might prevent a Lion from ever advancing beyond the Membership Key to the Master Key. The new Key provides an incentive to sponsor new members beyond those required for the Membership Key. It may be issued to Membership Key holders who sponsor four or more additional members, provided they have not been granted a Master Key.

Presenting a distinctive hexagonal shape, the Membership Advancement award now takes its place among the other honored Keys. Henceforth, there will be nine Keys to mark the Lion who takes such pride in his membership that he strives to share it with other responsible men in his community.



Membership Key

First in the coveted series, it's awarded for sponsorship of two new members. Charter, transfer or reinstated members don't count towards a Key and new members must maintain active membership for at least a year before it's awarded. The Key is accompanied by a Key Member card.

Master Key

Lions who sponsor a total of 12 new members receive this gold key, along with a gilt Master Key Member card and a plaque bearing a reproduction of the Key. The Membership Key and the Membership Advancement Key must be earned to qualify for the Master Key. A Lion can receive only one Key of a type.

Senior Master Key

For sponsorship of 25 new members, it is of 10K gold with a contrasting yellow gold emblem, and is accompanied by a Senior Master Key Member card and wall plaque. Starting with this Key, the awards are marked to indicate the number issued.

Grand Master Key

First of the "diamond Keys," it is crafted of 14K gold, and the emblem on its face is studded with two diamonds. To be eligible for the award, a Lion must have sponsored a total of 50 new members. The Key is accompanied by the Grand Master Key Card and a wall plaque.

Key of State

Awarded for introducing a total of 75 new members to the fellowship of Lionism, the Key is of 14K gold and has a brilliant diamond set into its face. The recipient also gets a Key of State Member card and a metal certificate on a wall plaque.

Key of Nations

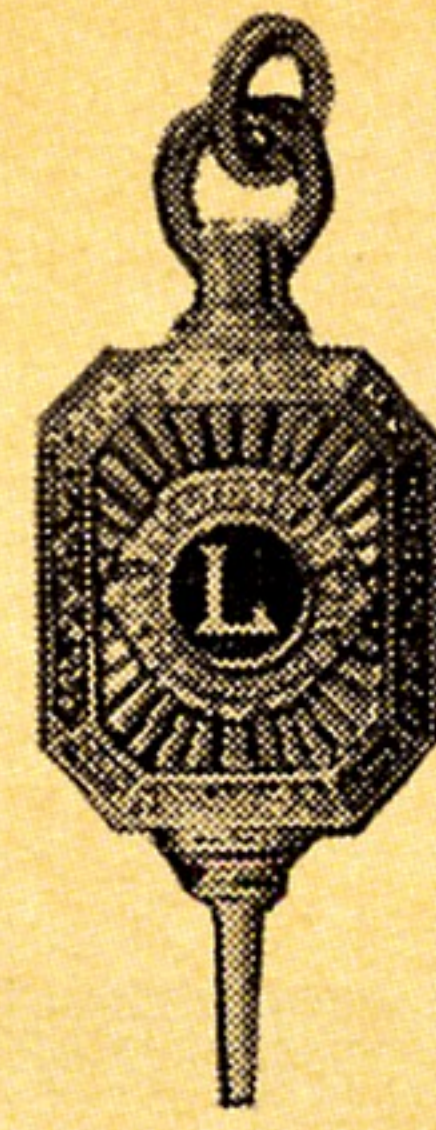
Earned by only 88 Lions in the history of the Key Plan, it requires the sponsorship of 100 new members. It is made of 14K gold and has a large diamond. Along with a Key of Nations Member card, the holder receives a beribboned medallion to be worn at conventions and formal affairs.

Monarch Key

Surmounting the official emblem is a Monarch's crown, inlaid with purple enamel and set off with four single-cut gems. To date, only 32 Lions have earned this important award for the sponsorship of 150 new members. Accompanied by a Monarch Key Member card and Medallion.

International Key

Highest, most honored Key, it has been worn by only 17 Lions since the Plan was established. The holder must have sponsored 200 new members. The Key is distinguished by a 12-point full cut diamond and a raised outline of the world beneath the emblem. This supreme award is accompanied by a Monarch Key Member Card and a ribbon-hung Medallion.



MEMBERSHIP KEY



MASTER KEY



SENIOR MASTER KEY



GRAND MASTER KEY

OTHER KEY AWARDS OF LIONISM



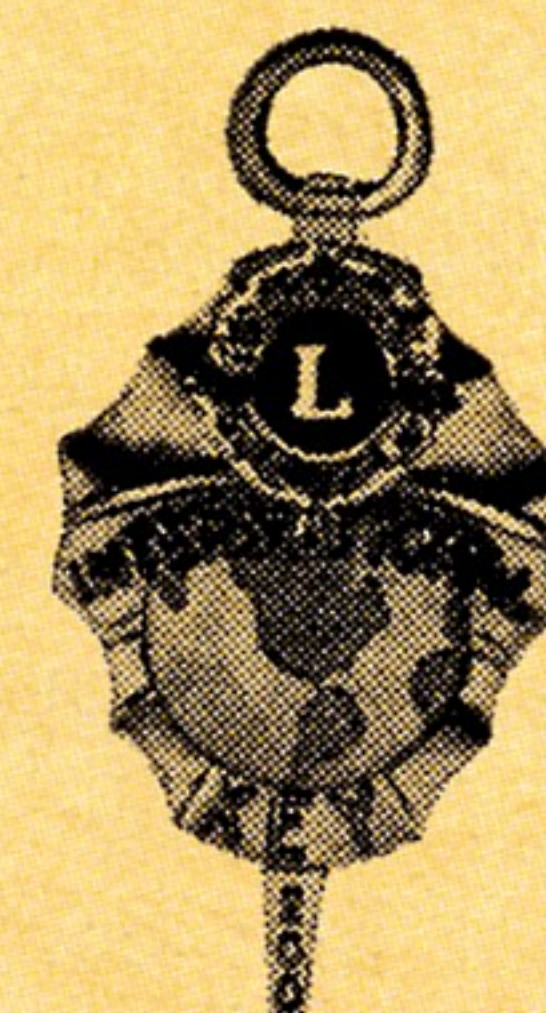
KEY OF STATE



KEY OF NATIONS



MONARCH KEY



INTERNATIONAL KEY