

Rotary Glows Above the Philadelphia Skyline!

Rotary recently attained some "first class" publicity thanks to the Philadelphia Electric Company (PECO) which displayed an ad about Rotary's remarkable battle to eradicate polio worldwide on the PECO Crown Lights display towering over center city Philadelphia from November 25-27.

In 11 words, (a total 72 letters and spaces allowed by PECO), District 7450 public relations chairperson Joe Batory was determined to give the general public (those who do not know much about Rotary or our Polio Plus campaign) some grasp of what this project has been and continues to be about---so in just 11 words, this message said:

"Rotary's War On Polio: Two Billion Children Immunized Worldwide To Date"

By way of context, you cannot drive on the Schuylkill Expressway or go in or out of the city at night without seeing the PECO Crown Lights "motion messages" which dominate the city skyline every evening all night long into the early morning hours. So this publicity campaign amounted to thousands and thousands of dollars of Rotary publicity at no cost! The city was filled with Thanksgiving visitors, coming and going... to parades and games and family events and while they did this, our Rotary message was running in the sky above "Philly" for three consecutive days.

Rotarians are justifiably proud of this polio initiative which United Nations' Secretary-General Ban Ki-moon has called "one of the most spectacular success stories ever in public health that clearly highlights Rotary's remarkable service to humanity."

Additionally, just a few months ago, in August, Rotary glowed above Philadelphia on the PECO Crown Lights display for five days with yet another message negotiated by Joe Batory. It was repeated hundreds and hundreds of times... Greater Philadelphia's 54 Rotary Clubs fight illiteracy, disease, poverty and pollution and support education! This was all about Rotary's humanitarian prowess...what we care about and what we do as Rotarians.