



ZONES 28 & 29 ATLANTA CONVENTION CONTEST

To: Zones 28 & 29 District Governors, District Convention Chairs and all District Leadership

Registrations for the 2017 Atlanta Convention are exceeding expectations with almost 24,000 people already registered! This will be a “once-in-a-lifetime” Convention, as we celebrate the 100th Anniversary of The Rotary Foundation. . . and it’s the one that you won’t want to miss!

In addition, this Convention may be the best opportunity to encourage first-time attendees to attend. Being in the U.S., it will be:

- * More affordable with lower travel costs;
- * Less time consuming with no long overnight flights requiring extra travel days; and,
- * Easier to plan with no language or currency barriers.

In addition to celebrating OUR Rotary Foundation, we will also be celebrating and supporting our very own Director, Jennifer Jones, as she completes her year as Rotary International Vice President.

The contest rules are simple. **Prizes will be awarded to the top five (5) of the 28 districts in Zones 28-29 who have the largest percentage of membership register between June 7, 2016 and March 31, 2017.**

In other words, if your district has 2,000 members (as of the July 1st RI Membership report) and you have 100 people register and pay for the Convention (including spouses & guests) between June 7, 2016 and March 31, 2017, your registration percentage for the contest is 5%. Because the contest is based on a *percentage* of membership, it will be fair to all 28 districts - regardless of size.

The prizes will be fun things to do in Atlanta (i.e. tickets to our Zone party, dinner for two at an Atlanta restaurant, admission to an Atlanta attraction, etc.). The prizes will be awarded to the District, rather than to a person. It will be up to the District Governor to decide how to utilize the prize. Some possible ideas – award to the club president or president-elect who has the highest percentage of members registered, draw the winner from among all of Rotarians registered from the district, give to the club/Rotarian with the most creative idea for promoting the Atlanta Convention, etc.

Information will be distributed soon to show where your district stands at this point. But don’t wait another minute! Get going and encourage all of your district Rotarians to register NOW!

SEE YOU IN ATLANTA!

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2017 Atlanta Convention RI Promotion Committee