



## International Inner Wheel 2021-2022

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7 Jul 2021

National Representatives, National Editors, District Chairmen, and Club Presidents

*Salam sejahtera sahabat handai.*  
Greetings to all my friends.

Congratulations on your position. I welcome you as the media leader of your country in encouraging and motivating your members to promote Inner Wheel through the IIW internet platforms and e-publications. It is my duty to serve and help you in this aspect.

Inner Wheel today is **IN THE PINK**. Membership has risen. Service through friendship is vibrant. Excitement is building up as Inner Wheel approaches 100 years of service and friendship. Promotions and the publicity generated by Inner Wheel clubs is crucial in continuing the momentum of growth and passion in service. It is a positive cycle which we can achieve by working together towards the centennial.

The following are for your forward communications:

### **Logos — Themes — IW Publication Protocols Guidelines — Inner Wheel Branding Guidelines**

Available for download from IIW website. Guidelines are references for submission of articles, how to use logos, meaning of themes and templates for promotional and publicity materials. These are important to read and follow.

### **Website and social internet platforms**

Please collect news of events as soon as the event is over. Use the "**Form for Articles**". Further instructions are in the template. Please email to me for checking and editing (if required). I will then forward to Administrator Mr Alan Phillips and assistant Ms Elaine Hathaway for posting into the various internet media. Note that an article which do not meet the criteria of publications may take longer to publish or may be omitted. To avoid disappointments, please help to check before sending to me.

### **IIW e-magazine**

There will be two issues this year, published in end of November and end of May. Deadlines for submission of articles to me are 1st October for issue #1 and 1st April for issue #2. Subject to change.

### **IIW e-newsletter **IN THE PINK****

This is a brief of past events, special articles and announcements, especially of major planned events e.g. rallies, IIW President's visits, national conferences, social project campaigns across international borders. Tentatively published at the end of all months except Nov, Dec 2021 and May 2022. Past events will summarise selected articles from website news. Special articles are by invitation. Deadline for submission of articles to me is three weeks before end of the month. Subject to change.

Dear friends, the reward is when the promotion of good work by members engages with donors, and when it inspires young strong women to be part of Inner Wheel, to make a stronger world. Well written articles will do wonders. At the end of the day, the cheerful faces of members giving from their heart show the magic of true friendship. I look forward to reading and publishing your stories.

Yours in Inner Wheel Friendship

*Yeok San*

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