

**From:** "Leo" <Leo@lionsclubs.org>  
**Sent:** 5/18/2009 11:04 AM  
**To:** "Leo" <Leo@lionsclubs.org>  
**Subject:** LCI - New Leo Age Range

To: Leo club chairpersons  
LOFY Chairpersons

cc: District Governors  
Council Chairpersons

Dear Chairpersons:

The Leo brand rejuvenation project is almost complete! To best meet the changing needs of youth and young adults throughout the world, several programmatic components have been reviewed and modified to enhance the Leo Club Program. When the new brand rolls out in July, you will see a fresh new look, along with two separate and distinct tracks for Alpha and Omega Leos.

Part of this fresh look includes a modification of the Leo age ranges to most effectively address the needs of each track and its members. Starting July 1, 2009:

- Alpha club membership will be for youth between 12-18 years of age and will focus on individual and social development.
- Omega club membership will be for young adults between 18-30 years of age and will focus on personal and professional development.

These new age ranges better match the current membership of Leo clubs across the globe. In a recent survey conducted by the Youth Programs Department, 88% of survey respondents said their Omega club membership consisted of Leos from 19-30 years of age, while 83% said their Alpha club membership consisted of Leos from 12-18 years of age. Furthermore, the new age ranges also better reflect the current practices of other service organizations like Rotary International and Kiwanis International.

Both tracks will continue to be connected through a larger Leo community, united by its common purpose of Leadership, Experience and Opportunity.

Are you wondering what this means for your district/multiple district? As long as members are within the age range for their track, a Leo club can continue as usual.

Are there members that no longer fit the age range? Don't worry; there are many options for the members in your district/multiple district! The Youth Programs Department is here to help you and will be sending you more information and ideas

about how to implement the new Leo age range in your district/multiple district via post (to members who have reported their mailing address to International Headquarters).

More information will follow shortly about how to:

- Help members in your district/multiple district who have reached the upper age limit
- Re-build district/multiple district membership and leadership
- Start new Leo clubs in your district/multiple district

We appreciate your commitment to the Leo Club Program!

Best regards,

Youth Programs Department