

MEDIA RELEASE

For immediate release: February 26, 2013

OPERATION BLUE & GOLD UNVEILED!

Oakville, ON. – February 26, 2013 – The Rotary Club of Oakville West (RCOW) unveiled Operation Blue & Gold at their Tuesday morning meeting today. The much anticipated launch of RCOW's new website www.rotaryclubofoakvillewest.com was delivered with colour, commentary and cohesion as the five volunteers responsible were recognized for their contribution to this project. Certificates of Excellence, the Rotary Peace Pin and honorariums were presented by Susan Sheppard, President Elect on behalf of the club.

Lead by project manager, Baboo Kureemun and mentored by Donna Messer, both Rotarians, the team of five dubbed the "Fab Five" created a new user-friendly, colourful and informative website that Rotarians and the general public may access for more information on Rotary and its extended community. Sharing the message of "service above self" and emulating Rotary's four way test, the three remaining members, David Munoz, Raya Tj and Katrina Gowan combined their talents to research, create and connect the website. To ensure, RCOW's move into modern social media and the advantages of new technologies, the Rotary Club of Oakville West will also be found on Facebook, Twitter and YouTube thanks to these exceptional individuals!

True to Rotary's reputation as an international organization, we are delighted that our Fab Five team brought a global perspective to the project representing Colombia, Lebanon, Mauritius and Canada! Marketing, advertising, web design, digital editing and social media expertise were just some of the professional skills the team utilized to showcase RCOW and open up its windows to the world. "To the Fab Five, you are exemplary of "Service above Self" Many thanks!, said Mary Cardamone, RCOW Past President.

Rotary is an organization of business and professional persons united world-wide who provide humanitarian service, encourage high ethical standards in all vocations and help build goodwill and peace in the world. The Rotary Club of Oakville West objective of "service above self" resonates through its many youth and community initiatives including bursaries, scholarships, Dreams Take Flight and Halton Fresh Food Box. For more information about RCOW visit www.rotaryclubofoakvillewest.com

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Media Contact:
Susan Sheppard, President Elect
Rotary Club of Oakville West
905-825-5133 or 416-524-9668