



# ROTARY

Rotary International | One Rotary Center | 1560 Sherman Avenue | Evanston, IL 60201 USA

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## MEDIA ADVISORY

**CONTACTS:** Ann Christian, at 504-232-6361 or [christian39@cox.net](mailto:christian39@cox.net)  
Wayne Hearn, at 504-670-7010 or [wayne.hearn@rotary.org](mailto:wayne.hearn@rotary.org)

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### Rotary brings the world to New Orleans

**New Orleans, May 22, 2011** – A city famous for its internationality and color is getting more of both this week, with the arrival of more than 19,000 Rotary club members from over 160 countries for the humanitarian service organization's annual convention. Often described as a "mini-United Nations" because of its global scope and cultural diversity, the always colorful Rotary convention is expected to inject more than \$22 million into the local economy during its weeklong run at the Ernest N. Morial Convention Center.

At the Mardi Gras style opening, you can't help but feel the energy and excitement of New Orleans. Serving as backdrops throughout the exhibition are colorful scenes of New Orleans and Louisiana. And you can't help but think Mardi Gras is in full swing as there are several opportunities for Rotarians to take photos with various Mardi Gras characters.

Throughout the exhibition hall are numerous booths that highlight the many humanitarian projects undertaken by Rotary clubs. A few highlights are:

- Mercy Ship – information on the world's largest non-governmental hospital ship that delivers health-care to some of the least developed countries in the world
- Integrated Solar Cooking Method and Water Pasteurization - demonstration on the first solar cooking project that helps impoverished areas to cook and purify water without deforesting their homeland
- Guitars for the Troops – wanting to provide musical therapy to our military troops serving overseas and recuperating from injuries, Rotary now provides musical packages for the troops

There are many more booths and features that can be videotaped.

Rotary is a worldwide organization of business and professional leaders who provide humanitarian service and help to build goodwill and peace in the world. Rotary's global membership is approximately 1.2 million men and women who belong to more than 34,000 Rotary clubs in more than 200 countries and geographical areas.

To access broadcast quality video of prior Rotary International conventions, Rotary members and Bill Gates immunizing children against polio, and Rotary's Gulf Coast recovery efforts go to: <http://rotary.org/mediacenter>

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*Accredited journalists are invited to cover the Rotary convention (May 21-25) at the Ernest N. Morial Convention Center. Media passes are required to gain access to plenary speeches (Halls E-F), and project exhibits (Halls G-H). Accredited journalists can obtain media passes at Rotary's Press Center (Rm 265) 504.670.7010.*