

Purple
Pinkie

News

D.1160

July 2010



www.thanksforlife.org

www.focusonthecrocus.org

You may have heard of FOCUS ON THE CROCUS – but what's it about?

As we look to celebrate Rotary Day on 23rd February, it's a healthy, fun, community based, environmental friendly way to plant in everyone's mind, the opportunity of being part of a historic worldwide campaign, spearheaded by Rotary International, to finally eradicate Polio across the world ... and an excuse to have a party afterwards, get a certificate of participation and generally enjoy the life we are giving others.

The Ruby Giant 'purple' crocus represents the dye colour dabbed on children's little 'pinkie' finger to indicate they have been immunised against polio in the few remaining parts of the globe since Rotary International commenced its campaign in 1985.

Working in partnership with The Eden Project, the International Flower Bulb Centre (IBC), The National Trust, Learning Through Landscape, and others we plan to engage thousands of volunteers to join in the Big Bulb Plant by planting millions of purple crocus bulbs in the autumn: With a headline publicity event in Trafalgar Square and the opportunity for all sites around Great Britain and Ireland to break the Guinness World Record on 2nd October, Focus on the Crocus is *building communities, bridging continents*.

PURPLE PINKIE - THANKS FOR LIFE CAMPAIGN – Autumn 2010 and February 2011.
ROTARY AWARENESS DAY - Wednesday 23rd February 2011.

Thanks to all the clubs that have already responded so positively in favour of this proposal. I should be pleased to hear from all clubs about their ideas and plans to possibly share with others on the RIBI web site.

Howard Caskie - District T4L Coordinator - Email howard@howardcaskie.com - Tel 028-7776-3414 / 07793435238:



URGENT ACTION POINTS

- 1) The RIBI T4L Action Group has negotiated with the Gee Tee Bulb Company for the supply of crocus bulbs for those clubs that have not already secured a local supplier. Order/delivery information is given on page two of this newsletter.
- 2) Please liaise with other local clubs in your area for direct bulk orders of 5,000 or more bulbs, which can be delivered to your locality. **Note that latest date for receipt of orders is 16th July 2010. Please copy me in on your direct orders to the supplier.**
- 3) If you really cannot make up a bulk order for direct delivery, the District Purple Pinkie Committee will assist by making an order on your behalf. However it is essential that you notify me by email, **as soon as possible**, of the number you require (per thousand) and follow this up with a cheque to 'Rotary District 1160' for the appropriate amount.

Please send to my address as above. **The delivery date will be agreed later but please note that you will be required to arrange collection of the bulbs from a designated location.**

- 4) Please use your contacts with schools and **get in touch with them urgently, before the end of this term**, to let them know about the Focus on the Crocus project and agree planting arrangements in the autumn.

INSURANCE

Sutton Winson Limited (RIBI Insurers) has confirmed that the bulb planting activity is covered under the main RIBI Insurance policy. However they have also advised that Clubs should conduct a H & S assessment, including provision of High Visibility Jackets those planting at the side of main roads / roundabouts and more at risk locations. Contact Mark Hardy on 01444 251 159 for detail. Contact me if you would like the risk assessment template.

BULK BULB PURCHASE ARRANGEMENTS



Bulb variety & size:	Ruby Giant Crocus (tommasinianu) 5-7cm in circumference
Supplier:	Gee Tee Bulb Company
Contact :	Frank Teeuw
Reference:	Rotary/Sypula
Telephone:	01205 260412
Email:	Frank@gee-tee.co.uk
Address:	Field Works, Common Road, Moulton Seas End, Spalding Lincolnshire, PE12 6LF
Price per thousand:	£15.28 / €18,50 (around 25% of RRP)
Minimum order size:	5,000 bulbs
Latest date for receipt of orders:	31 th July. In the event of excess demand, earlier orders placed will be honoured
Delivery arrangements:	<ul style="list-style-type: none">▪ The bulbs will be available for delivery from early September.▪ Districts may each nominate a suitable date for delivery point and subsequent distribution to Clubs.▪ Clubs may of course order direct in 5,000 lots (cheque with order)
Carton weight:	Each carton of 5,000 bulbs weighs around 16kgs.
Delivery charges:	Details to follow for both Northern & Southern Ireland
Payment:	Gee Tee Bulbs have agreed payment 30 days from delivery. Districts may wish to ask for payment with order from Clubs.
Storage:	As they are held in temperature controlled storage, it is recommended that delivery be organised as close to 2 nd October, as is practically possible. Once delivered, each carton of 5,000 bulbs should be opened to allow airflow and kept away from mice!
Planting:	<ul style="list-style-type: none">▪ Formal (dense show) bed planting should be undertaken at around 150 bulbs per square metre, set about 6cm deep (corm upwards!) – about half a trowel deep.▪ Naturalisation schemes – scatter bulbs at around 75 bulbs per sqm

In addition to the bulk buy option above, members of the Garden Centre Association have agreed to allow Rotarians to negotiate supply of Ruby Giant Crocus Bulbs at preferential prices. Members can be located through www.gca.org.uk

Reaching out to our public ... getting the message across



To assist Clubs a dedicated web site is being developed.

Shortly the public will be able to view it, locate known planting sites and make contact with their local Club.

The new site will be carried by our partners' and the RIBI site to encourage awareness of Rotary, support recruitment, and promote this opportunity to have fun, try for a world record and help End Polio Now.

The Guinness World Record challenge

Details of how to enter will be emailed to Clubs before I issue the next Purple Pinkie News. But in essence if your Club(s) would like to get at least 322 volunteers together, to each plant 5 crocus bulbs in one hour on a single site on the 2nd October, please let me know soonest.



How will you be supporting Rotary Day - Thanks for Life?

There are many ideas that have sprung up since *Rotary Day - Thanks for Life* was 'invented'. Everything from standing on a plinth in Trafalgar Square to running 'Purple Pinkie' days in schools, from occupying empty shops to tin collections in supermarkets, from charity football matches to classical concerts - all have been phenomenally successful and GREAT FUN!

Adding a new dimension this year, Rotary in Great Britain and Ireland (yes, that's YOU!), have partnered with the Eden Project and the International Flower Bulb Centre in Holland to take part in The Big Bulb Plant. With a focus on the crocus, this nationwide project will get 'everyone' planting bulbs to enhance their environment and develop their communities. Perfect for our year of Building Communities and Bridging Continents! So, how do you take part?

Simples!

- Plan to plant on 2nd October, when we plan to take the Guinness World Record.
- Buy some purple crocus bulbs - contact your District T4L Coordinator now to benefit from the low cost District purchase scheme or buy locally from a member of the Garden Centre Association.
- Find somewhere to plant them - you know your area, but we can give you more ideas!
- Consider getting young people to plant them in wacky containers, tend them over the winter and bring their displays to school before half term in February
- Encourage interest groups to help you - children just love this, so 'hands that can' shouldn't be a problem!
- Celebrate Rotary Day 23rd February 2011 with a blaze of colour!

Use your imagination and the possibilities are endless. To make things slightly easier, the attached information sheet provides you with a template of 'How to do The Big Bulb Plant'.

Don't forget to let me, your District Thanks for Life Coordinator know what your plans are; you could be just the inspiration someone else is looking for...

Visit www.thanksforlife.org and www.thebigbulbplant.com for more ideas!



Be part of The Big Bulb Plant!

Across RIBIland, in conjunction with The Eden Project and the International Flower Bulb Centre (IBC) in Holland, we are going to **plant purple crocus bulbs** throughout the month of **October** so they will be in flower for around **Rotary Day on 23rd February 2011**. See their Press Release on page 5.

These Purple Flowers represent the colour of ink children's little fingers are dipped in once they have been immunised. By getting as many people involved in planting purple crocus bulbs we will be creating a reminder to the public of the essential need to continue the fight to eradicate polio from our world and that Rotary works. So let's mark this vital work with a blaze of colour in springtime!

Four Stages of The Big Bulb Plant?

Location:

There are many areas in our villages, towns and cities that would benefit from a splash of colour. Contact the authority or land owner to ask permission to run a planting day. Examples of locations:

- School playing fields
- Community parks
- Church grounds
- National Trust Sites
- Street verges /Roundabouts
- Window Boxes / an old shoe
- Hospital / hospice grounds
- Residential Care Homes

People Power:

Who is going to do the planting? The choice is endless but people who might like to be involved in this project with might be:

- School children and young people
- Scouts/Guides
- Local business site owners and their staff
- Community groups such as youth and special needs groups
- Community pay-back teams
- Local authorities / Parish Councils / PCC's
- Care home residents
- Inner Wheel, Ladies Circle
- WI / Mums and Toddler group

Bulb Supply:

You are quite free to purchase bulbs from wherever suites you best. However, to make life a little easier, an agreement has been made for Districts to purchase bulbs at a greatly reduced rate from a national wholesaler. To benefit from bulk discounts District Coordinators must order by 16th July ... so order NOW!

Want to buy from your local supplier? If your local garden centre is a member of the Garden Centre Association, negotiate your own deal; just show you are from Rotary – they will be set to support us!

Be ready for planting – order NOW!

Our Opportunities:

With all this planting going on, there are many other ways that Rotary can benefit.

Never miss a PR opportunity!

Get the local press involved, advertise the activity in advance to get more volunteers to take part, take photo's on the day and get that all important scoop in the local paper or even on TV/radio...

Great for Fundraising...

Get the bulbs sponsored and create a competition for whose bulbs grow!
Carry out a tin collection, get the children sponsored for bulb's they plant: Just 20p a bulb will fund a child's polio immunisation!

Use your imagination it's boundless!

To maximise publicity RIBI are going to set a world record for crocus bulb planting on **2nd October 2010**. The record is for the most number of people simultaneously planting bulbs in a single location during a nominated 1 hour period.

To enter, with the opportunity of an award of £350 towards your Club's EPN target you need 350+ people planting at least 5 bulbs each ... details soon



Rotary growing with the IFBC



International
Flower Bulb
Centre

eden project

THE BIG BULB PLANT 2010 – plant bulbs with your community and take part in our bulb planting record attempt on Saturday 2nd October 2010

Following its huge success last year, and the growing phenomenon that is The Eden Project's 'The Big Lunch', The Netherlands Flower Bulb Information Centre and The Eden Project, in association with Rotary International (RIBI) are delighted to be launching a second year of **THE BIG BULB PLANT**, a project to encourage communities to get together in autumn for a day of planting bulbs in their area, culminating with a nationwide planting party, and a World Record attempt for planting the most bulbs on **Saturday 2nd October!**

During autumn planting season from 01 September – 30 November 2010 THE BIG BULB PLANT wants to encourage communities to get together and plant bulbs. Bulbs could be planted in a public area that is in need of an uplift or alternatively, every family on a street could plant bulbs in their front garden or in a container. If each person makes a small contribution to the purchase of some bulbs, this will make a huge difference and transform the aesthetics of the community.

THE BIG BULB PLANT has partnered with Rotary www.ribi.org in support of the Rotary 'Purple pinkie campaign to End Polio Now'. In celebration of the success of The Purple Pinkie campaign which aims to eradicate Polio by 2012. We want to plant crocus 'Ruby Giant' bulbs in gardens, parks, schools and communities across the country on Saturday 2nd October 2010 – so that they will be in mass blooming on Rotary Day (23 February 2011).

We are going to enter the World Guinness Book of Records for the largest bulb planting event which will be on Saturday 2nd October 2010. Therefore we need to encourage as many people as possible to plant bulbs on that one day across the United Kingdom!! There will be key events in major cities in the UK, including Trafalgar Square in London.

Are you in???

Last year the campaign was a great success and saw lots of communities across Britain getting together for some bulb planting in their areas. Inner city communities as well as rural ones got involved, planting up pots, verges, street flower beds and school areas. Check out www.thebigbulbplant.com for all the details of timings and competitions etc.

[Rotarians friends, please note the refreshed Big Bulb site will be available shortly]

Autumn is the time to plant spring flowering bulbs such as tulips, daffodils, hyacinths and crocuses. Bulbs are cheap, easy and fun to plant and give stunning results come springtime.

Rotary growing with the IFBC

It does not matter if there are no flower beds and grassy verges near you – bulbs can be planted anywhere and in anything – old shoes, broken saucepans, crockery, buckets... and all these can sit on doorsteps and windowsills.



As with last year, communities can get involved at www.thebigbulbplant.com, where the first 100 to register for 2010 will receive 250 free bulbs to start them off.

Also on the website are tips and ideas for planting, step by step diagrams and fun games and cartoons for children to get involved.



The idea behind **THE BIG BULB PLANT** is for people to get together with their neighbours, care for their surroundings and enjoy the area they live in. People are taking more and more notice of their surrounding environment, and taking pleasure from the simpler things in life. This is an opportunity to make your community a friendlier, happier and more colourful place to live in.