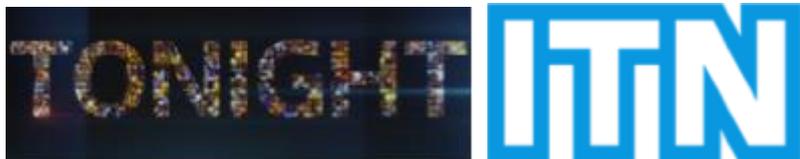




PR & MARKETING OPPORTUNITY

Helping you raise the profile of Lions in your community



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Another case study example of responding positively to media requests - Lions Lifeskills secure presence on ITV's Tonight

Lions Lifeskills resources will feature in the ITV programme Tonight, presented by Martin Geissler called **'Britain likes a bet'**. It will be broadcast on Thursday 20 June between 7.30pm and 8pm on ITV HD, ITV, STV and UTV. If you miss the live broadcast, please see below for more details.

Watch live:

- [Thursday 20 June between 7.30pm and 8pm on ITV HD, ITV, STV and UTV](#)

Watch later:

- Catch-up TV – where you will have the opportunity to view the programme for a week
- Thursday 20 June at 8:30pm on ITV +1 (only ITV Granada +1, UTV +1, ITV Central +1, ITV West +1, ITV London +1)
- Friday 21 June at 3am on ITV HD, ITV and UTV

How it happened?

In February 2013, Lions Lifeskills were approached by Tom Jenner, the Producer of ITV's Tonight programme to assist in finding a school that uses the Lions Lifeskills resources 'You Bet!' and 'Just another Game?', which are the **only gambling awareness resources currently used within schools and youth settings in the UK**.

Mandy Broadbent within the Lions PR & Marketing team, worked closely over the following weeks with Tom Jenner by putting him in touch with a range of professionals who are involved in research and education on gambling.

The production team was sent information on how Lions work at grassroots level and how Lions Lifeskills resources are used in classroom and youth settings, along with copies of both 'You Bet!' and 'Just another Game' for filming purposes.

Most of the programme will focus on adult gambling patterns and problem gamblers but the producers wanted also to look at a lesson within a classroom setting.

Tom Jenner agreed the content and distribution of a Lions Lifeskills flyer which Mandy distributed electronically to all schools that had used the resources, including healthy school network groups.

As a result, Copley Academy based in Stalybridge, gave its full permission (including parental consent) to filming, which took place in March.

Tom Jenner has thanked Lions Lifeskills for their full cooperation and assistance in enabling them to make this piece of film.

'Tonight' is the UK's most watched current affairs series - another great opportunity for Lions work to be seen by millions of viewers.

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