



Distributor Bulletin

For our Fire Service Partners

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Each and every day, we fulfill the personal safety, readiness, and identity needs of our customers worldwide.

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Introducing Lion Connects

Lion's new social media community for first responders

We're excited to announce the launch of Lion Connects, our all-new, integrated social media effort. LionConnects.com is an interactive website dedicated to helping the fire service and first responder communities perform better, be safer and stay healthier. LionConnects.com is the hub of our social meeting channels – Facebook, Twitter, YouTube and Flickr – and helps connect us to those we serve, as well as connecting them to each other.

Through LionConnects, we'll build a community of first responders by offering them timely, relevant and targeted information that directly addresses their priority personal concerns — health, safety and performance in the line of duty.

We hope you'll join us

By becoming involved with Lion Connects and helping us spread the word, you are helping keep the fire and law enforcement community informed, healthy, strong and safe. *So, what are we asking you to do?*

- Frequently visit Lion Connects and contribute to the conversation by commenting on posts and responding to polls
- Tell all your team members, customers and industry partners about Lion Connects – in person, on the phone, in e-mail and by using your own social networks on facebook, LinkedIn, etc.
- Become a fan of Lion Connects on Facebook at www.facebook.com/lionconnects
- Follow us on Twitter at www.twitter.com/lionconnects
- Share your fire-service related photos and videos on our YouTube and Flickr channels
- Add a banner image about Lion Connects to your website (e-mail Marketing@lionapparel.com to request the image file)

Lion has always been at the forefront of innovative product development. Now, we want to build on our leadership by engaging first responders in dialogue that will help keep them safe. Thanks for helping us do that.



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www.facebook.com/lionconnects

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