

# RESOLUTION 22R-05

To request the RI Board to consider changing the Rotary Youth Leadership Awards name to the Rotary Young Leaders Awards

**Proposer(s):** District 9685, Australia

1 WHEREAS, Rotary Youth Leadership Awards (RYLA) are open to candidates in  
2 the age group 14-30 years, and

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4 WHEREAS, this age group, consisting of adolescents and young adults, is more  
5 accurately described as young people, and

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7 WHEREAS, the RI website and the RYLA handbook refer to this group as young  
8 people, and

9  
10 WHEREAS, districts that host these events sometimes have difficulty in  
11 promoting an activity or event labeled as a 'youth event', and

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13 WHEREAS, for a more accurate name, it is necessary to update the name Rotary  
14 Youth Leadership Awards to Rotary Young Leaders Awards

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16 IT IS RESOLVED by Rotary International that the Board of Directors of Rotary  
17 International consider changing the Rotary Youth Leadership Awards name to  
18 the Rotary Young Leaders Awards to more clearly communicate the RYLA  
19 participant age group and attract young adults, as well as to convey the prestige  
20 of participating in such an event as a Young Leader.

(End of Text)

## **PURPOSE AND EFFECT**

21 The purpose of this resolution is to enhance the description of RYLA by elevating  
22 the program name to appeal to the target audience while keeping the RYLA  
23 acronym. Changing the name provides an element of prestige, as 'Young Leaders'  
24 will be much more attractive to attendees and the leaders who send the attendees  
25 to the event.

## **FINANCIAL IMPACT**

26 If implemented, this resolution would have no substantial financial impact on RI.  
27 However, there would be a cost to individual clubs and districts to update their  
28 marketing materials.