The trophy which will rotate each year and is sponsored by the PDG Lion Mike and Janet Baldwin.

This programme celebrates young people (aged 15–19) who show leadership, commitment, and a passion for helping others. It gives them a chance to share their story, grow their confidence, and inspire others through service.

Every Lions Club can nominate a young person from their community who is making a difference—whether through volunteering, fundraising, or leading a project. Clubs support their nominee through the application and interview process.

Nominees are interviewed by a panel at District level. The winning Young Ambassador goes forward to represent the District at the Multiple District final. The Lions Club that nominated the District winner receives the trophy.

There is also a trophy awarded to the Young Ambassador.

These will be announced at the District Convention in March.