

**CELINA GUIMARÃES**  
**INTERNATIONAL DIRECTOR**

Celina Guimarães, from Fortaleza, Ceará, Brazil, was elected to serve a two-year term as international director of Lions Clubs International at the association's 107th International Convention in Orlando, Florida, USA, from July 13 to 17, 2025.

Before retiring, Director Celina worked as the administrative director-partner of Organização Guimarães LTDA for 35 years.

Director Guimarães has been a Lion since 1994, in the Caucaia Lions Club, District LA-4.

She was inspired to join the organization by her father, who joined the Lions in 1968. She has held various positions in the association, including district governor, convention director, district, and multiple district secretary. She has also served as Global Service Team (GST) advisor, secretary/advisor for diabetes awareness and coordinator of the Lions Leadership Institute.

Director Guimarães has received several International President's Awards and is a Progressive Melvin Jones Fellow.

In addition to her Lion activities, Director Guimarães has been active in several professional and community organizations. In particular, she has supported income generation for women and indigenous communities, led several environmental and civic projects and helped establish the Cumbuco Women Artisans Association. She was also the first woman to serve on the board of Lar Torres de Melo, rising to the position of vice president, and has received numerous awards for her community service.

Director Guimarães and her husband, Geraldo Moraes, also a Lion, former governor and a Progressive Melvin Jones Fellow, met through Lions club interactions. After both were widowed, they became life and service partners, forming a large family that includes her four children and six grandchildren, as well as his two daughters and two granddaughters.