



I am Bob Oikonomou, the current ambassador of Breeks LUG. I am 42 years old and I live in Athens, Greece. I am a father of two wonderful daughters who are also crazy about LEGO bricks.

Our community's name is Breeks and we are from Greece. When we were trying to find a name for our community, we wanted something to do with the LEGO brick but also related in some way to our country. So, we combined "bricks" and "Greeks" together to create "Breeks". We have also used white and blue for our logo, which are the colours of the Greek flag.

As an anecdote I would like to mention that when we chose the name of our community, we had no idea that the word "breeks" is also the Scottish term for the trousers or breeches that are worn in some sports. At first, we thought about changing the name, but after a while we decided to keep it. Who knows, maybe in the future we'll be wearing special "breeks" at our exhibits and events!

It all started in early 2018 as an idea to create a fun LEGO media website. After talking to some friends from my old LUG, we thought that we needed a way to also show our own LEGO creations (MOCs), not just online but also physically at events and exhibitions. So we all decided to create a new LUG instead.

We currently have 25 active members, of which 12 are MOCers and 13 are collectors. We all share the same goals and principles, which is needed to build a steady and healthy foundation for any community. Most of the members met either online or at an event. Everyone has their

preferences so we cover almost all LEGO themes with our MOCs, from the classics like Castle and Pirates, to more modern ones like Star Wars and Technic/Mindstorms.

Our website is maintained by myself, and two other members are responsible for our Facebook and Instagram accounts. There is an annual subscription of 20 EUR for active members, which is used to pay club expenses (e.g. website hosting, buying items for our events or LEGO sets for charity, etc). We also accept donations in the form of money or LEGO bricks. The latter are used at our activities as loose bricks for kids to play with.

One of our most important milestones was when our LUG was recognized by LEGO in March 2019. Becoming recognized as an RLUG was the ticket for participation in our first exhibition, which in turn made us publicly known all over Greece. Since then, our community has been invited to participate in three major future events and we've created strong partnerships with certain event managers. We always try to improve and keep moving forward, and we are not afraid to push our limits. As an example, we collaborated with Fairy Bricks to deliver LEGO sets to sick children in Greece for the first time.

The only relation we had with LEGO until lately was through the LEGO Ambassador Network (LAN). We never had any other direct contact with TLG or the Local Market Office, but this changed recently when we held our first online meeting with the Local Office and the Region Marketing Team, where we discussed plans for future collaboration between the Greek communities

and LEGO. I do know that together we can achieve great things.

We believe our future will be bright. We always have big plans, but as the Greek saying goes, we prefer to "hold a small basket" and that's mainly due to the situation with Covid-19. We want to participate in many events, but we can't know for sure if and when they will take place.

Even during these hard times, we keep MOCing, keep receiving new member requests, and we keep growing in numbers and publicity. The situation with Covid-19 hasn't affected us directly. What changed was rather the way we participate in club meetings, which is now over the internet.

The main challenge has been the inability to participate in events physically. Since 90% of our activities involve physical contact—such as MOC displays, workshops, interactive activities, etc.—we have had to turn to other ways of showing our work to the public. This has been partially solved by displaying MOCs on our website's forum and our Facebook/Instagram pages. We can't hold any interactive activities though, like LEGO RC Racing, LEGO pinball championships or mini-MOC building workshops. These were some of the activities from our past events that visitors have loved.

Another challenge has been physical LUG meetings. We still meet online, but we all miss the physical meet-ups with set part drafts or MOC building or even a dinner out over beers. But despite these challenges, we are still continuing to create MOCs and have fun! Let's hope things will return to normal soon!

