**\*\*Please note that we know all Programs will be launching the campaign in their regions at different times throughout the year. We encourage you to distribute this release once you have launched the campaign in your region and have scheduled an activation/unified event that you can promote.**

**For Immediate Release**

**Date Month Year**

**CONTACT:**

# *Special Olympics Launches Campaign to Engage Youth Around the World to Play Unified*

Special Olympics PROGRAM NAME Helps Build the First-Ever Unified Generation

INSERT CITY, STATE. INSERT DATE. In July, U.S. President Barack Obama and First Lady Michelle Obama hosted a dinner around ‘A Celebration of Special Olympics and A Unified Generation’ at the White House. Following this event, Special Olympics launched a new youth activation campaign to create the first truly unified generation – a generation in which young people with and without intellectual disabilities create a future of respect and inclusion for everyone. This INSERT WEEK/MONTH the campaign is officially launching here in [LOCATION], urging youth everywhere to play and ultimately live unified, breaking down the barriers that exclude people with intellectual disabilities. The #PlayUnified movement is inspired by a simple principle: training, playing and competing together is a quick path to understanding, acceptance and friendship.

Inactivity, intolerance and injustice are big problems in the world, especially for those with intellectual disabilities. The Special Olympics movement is tackling these issues every day around the world using sport as the catalyst to make this change. To assist in making change, Special Olympics is looking to young people around the world to be the leaders to make change in their schools, and communities.

“Since Special Olympics was established in 1968, we have learned that the quickest path to understanding and acceptance is by connecting people with our athletes,” said PROGRAM SPOKESPERSON. “This campaign will provide us opportunities for us to connect society with people with intellectual disabilities in a way that will pave the way for a future f respect and inclusion.” INSERT QUOTE ABOUT LOCAL UNIFIED EVENT/ACTIVATION SCHEDULED FROM PROGRAM SPOKESPERSON.

INSERT INFORMATION ABOUT LOCAL UNIFIED EVENT SCHEDULED

The fully integrated advertising and marketing campaign developed by Y&R in conjunction with Special Olympics, strongly centers around digital and social media engagement as well as the offering traditional advertising, corporate integration, merchandise and grassroots outreach and activation. To learn more about the campaign and to get involved today, visit [www.playunified.org](http://www.playunified.org)

**About Special Olympics**

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. We empower people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown to more than 4.4 million athletes in 170 countries. With the support of more than 1.3 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and more than 81,000 games and competitions throughout the year. Special Olympics is supported by individuals, foundations and partners, including the Christmas Records Trust, the Law Enforcement Torch Run for Special Olympics®, The Coca-Cola Company, The Walt Disney Company and ESPN, Lions Clubs International, Mattel, P&G, Bank of America, Essilor Vision Foundation, the B. Thomas Golisano Foundation, Finish Line, The Safeway Foundation, and Safilo Group. Visit Special Olympics at www.specialolympics.org. Engage with us on: twitter@specialolympics, fb.com/specialolympics, youtube.com/specialolympicshq, instagram.com/specialolympics and specialolympicsblog.wordpress.com.