

HISTORY WAS MADE AND A FUTURE WILL BE SHAPED IN CHICAGO

With more than 5 million athletes in over 170 countries, Special Olympics has come a long way since the first Games at Soldier Field, Chicago in 1968. Back then, there were two countries represented at that first event; now we want to show the world how truly global our movement is by having as many guests as possible in Chicago at our 50th anniversary celebrations. In July 2018, a series of exciting, historic events will position Special Olympics for a future of inclusion, and we want you to be a part of it!

#SpecialOlympics50



SPECIAL OLYMPICS



1968-2018

17-21 JULY 2018 • CHICAGO, ILLINOIS

SpecialOlympics50.org

Special Olympics



A PIVOTAL MOMENT FOR SPECIAL OLYMPICS

With more than 5 million athletes in over 170 countries, Special Olympics has come a long way since the first Games at Soldier Field, Chicago in 1968. While Special Olympics has always stood for inclusion, we will reveal a revolutionary unification between those with intellectual disabilities and those without. We will do this during a momentous week of sport, music and heritage.

As the birthplace of Special Olympics, there is no city more fitting than Chicago to serve as the global stage for launching our 50th anniversary year. Synonymous with vibrancy and diversity, Chicago will capture the hearts and minds of hundreds of millions of followers witnessing this spotlight on acceptance for all people.

A NEW DIRECTION FOR ALL

During our 50th anniversary, we will highlight Special Olympics' evolution from sports for people with intellectual disabilities to inclusive or "Unified" sports, combining people with and without intellectual disabilities.

A MEMORABLE APPROACH

A series of high-profile events will position Special Olympics for a future of inclusion, highlighting Chicago's leading role in the worldwide movement. We will tap into millions of social media followers of participating sports teams and musical acts, media partners and on-site audiences. Beyond the press and exciting events, the 50th anniversary celebration will add to Chicago's reputation as a city of inclusion for years to come.

SHARING OUR VISION

SPECIAL OLYMPICS UNIFIED CUP - OPENING GAME AND FIRST ROUND MATCHES | 17-18 July

CIBC Training Pitch, Chicago

Special Olympics' first ever global Unified Cup presented by Toyota will be our 'World Cup'! This inaugural football contest will feature 24 men's and women's Unified teams from around the world. Not only is this the first ever tournament of its kind, it will also be on TV! With thanks to our partner ESPN, worldwide leader in sports broadcasting, the Cup will be shown daily on the world stage, culminating in live coverage of the finals on prime-time to an audience of millions for the first time ever. What a moment for our athletes!

SPECIAL OLYMPICS UNIFIED CUP - GROUP STAGES SPECIAL OLYMPICS INTERNATIONAL BOARD MEETING | 19 July

While the group stages of the Unified Cup presented by Toyota continue to build the excitement, a meeting of the Special Olympics International Board will take place in downtown Chicago. We expect a large turnout from our Board, who are fully involved with all 50th Anniversary activities and will be attending events in Chicago along with current and former Special Olympics athletes, celebrities, ambassadors and political leaders.

LAW ENFORCEMENT TORCH RUN | 20 JULY

Lakeshore Drive, Chicago

A ceremonial Law Enforcement Torch Run for Special Olympics will feature hundreds of law enforcement officers and Special Olympics athletes from throughout Illinois and the world as a lead-in event to the lighting of the Eternal Flame of Hope.

ETERNAL FLAME OF HOPE | 20 July

Soldier Field

At a ceremony on the 50th birthday of the Special Olympics movement, the city of Chicago will light up with a new eternal "Flame of Hope" that symbolizes a world of welcome and inclusion where everyone can learn, work, compete and play with the same rights and opportunities as others.

SPECIAL OLYMPICS UNIFIED CUP SEMI-FINALS & FINALS | 20 July

Toyota Park, Chicago

Following the Eternal Flame of Hope lighting ceremony, guests are invited to Toyota Park, home of the Chicago Fire Major League Soccer team, to witness the semi-finals and finals of the inaugural Unified Cup, presented by Toyota. Access to all matches is free.

GLOBAL DAY OF INCLUSION + CELEBRATORY CONCERT | 21 July

Soldier Field and Northerly Island

50th anniversary celebrations in Chicago will conclude with our Global Day of Inclusion. Fifty years since it hosted the very first Special Olympics in 1968, Soldier Field will host a festival that will serve as the spark for people around the world to commit to making their communities more inclusive. The Soldier Field campus will come alive with exciting activities, sport, health, and wellness demonstrations, historical exhibits, food kiosks, interactive games, celebrity appearances, and live entertainment, culminating in a star-studded concert at nearby Northerly Island. Global Day of Inclusion is free, and tickets for the Concert range from \$45 to \$150.