



Special Olympics
EUROPEAN
BASKETBALL WEEK
26 Nov - 4 Dec | 2016

In partnership with Euroleague Basketball
and One Team



Endorsed by FIBA Europe





Partnership with FIBA Europe

“It is a pleasure for FIBA Europe to be supporting this celebration of basketball in Europe. I call it a celebration, because that is exactly what European Basketball Week is. It promotes basketball along the same values that we at FIBA Europe prescribe to: making basketball accessible to everybody, from every walk of life. It also excites me to see the Special Olympics community embracing 3x3 basketball, which is rapidly transforming the basketball landscape, taking our sport in an exciting new direction, by opening the basketball community to even more players.”

Kamil Novak
FIBA Executive
Director Europe



Partnership with Euroleague Basketball

“We are delighted to continue working with Special Olympics in spreading the message of integration through basketball in our One Team Week games. During this week Euroleague Basketball celebrates the ongoing social work that our teams are doing in their communities through our social programme; One Team. Special Olympics uses the power of sport to fight against exclusion and this is a message that we fully embrace. Together we are making an important and positive change in the lives of those that face difficulties.”

Jordi Bertomeu
President & CEO
Euroleague Basketball



Partnership with ONE TEAM

“One Team is proud to support Special Olympics European Basketball Week and the Unified Sports #PlayUnified programme. This programme carries a powerful message of integration and acceptance of people with intellectual disabilities which, along with gender inequality, physical disabilities, substance abuse and community cohesion matters, is one of the several social issues that Euroleague Basketball addresses through One Team.”

Abigail Martín
Head of CSR &
Development Projects
Euroleague Basketball



Focus on 3x3 Basketball

“It is a testament to its popularity that the Special Olympics European Basketball Week is back for the 13th consecutive year! Basketball Week is a hugely important event on the Special Olympics calendar – and its success is only made possible by the tremendous commitment shown by our Programme leaders, partners, Euroleague Basketball and its One Team Programme, as well as FIBA Europe – and most of all the dedication of our athletes. This year we are working to expand the exciting 3x3 basketball



format, which is one of the most effective methods for attracting and retaining young players. We will also promote Mini Basketball (under-14 years old) for male, female and mixed teams. Play Unified, which brings together players with and without intellectual disabilities on the same team leading to a more inclusive world for everyone, continues to be a major focus. Let us redouble our efforts to engage more than 19,000 athletes and Unified partners as part of our exciting 2016 European Basketball Week!”

David Evangelista
Acting Regional President & Managing
Director, Europe Eurasia



One week a year where everyone in the basketball community across Europe is encouraged to expand opportunities for players with intellectual disabilities.



Special Olympics
**EUROPEAN
BASKETBALL WEEK**
26 Nov - 4 Dec | 2016



- **19,000** participants in **35** countries - players with and without intellectual disabilities participating at all ability levels. Competition at local (inter-clubs), regional and national level.
- Over **20** national and **220** local basketball events.
- **13** years of FIBA Europe endorsement.
- **8** years of partnership with Euroleague Basketball with matches dedicated to the Euroleague's One Team and Special Olympics from the 28 Nov – 2 Dec 2016.

Expansion of 3x3 Unified Basketball with focus on Mini Basketball (under-14 years old) for male, female and mixed teams.

- **PlayUnified** campaign to promote inclusion through Unified Sports events and inclusive-friendly games.
- Celebrate **International Day of Persons with Disabilities** on the 3 Dec 2016.
- **Coach training sessions** and clinics with professional basketball players/ambassadors.
- National Basketball **Federations**, Basketball **Clubs** and **Universities** support; access to venues, referees and awards, invitations to league matches, hosting of events.

European Basketball Week received widespread coverage across all platforms with broadcast (TV & radio), print and online all featuring stories and images from the event. Maximising our partnerships with FIBA Europe, Euroleague Basketball, and Euroleague's One Team is a critical component to increasing awareness and participation in European Basketball Week, as is support from national basketball organisations and Special Olympics programmes.



For more information contact:

Miroslaw Krogulec
MKrogulec@specialolympics.org

Fiona Hynes
FHynes@specialolympics.org

In partnership with Euroleague Basketball
and One Team



Endorsed by FIBA Europe



www.specialolympics.org



[Twitter.com@SpecOlympicsEU](https://twitter.com/SpecOlympicsEU)



[special_olympics_eu](https://www.instagram.com/special_olympics_eu)



[Fb.com/SOEuropeEurasia](https://www.facebook.com/SOEuropeEurasia)



[youtube.com/SpecialOlympicsEE](https://www.youtube.com/SpecialOlympicsEE)



Special Olympics
**EUROPEAN
BASKETBALL WEEK**
26 Nov - 4 Dec | 2016

