



EUNICE KENNEDY SHRIVER DAY

25 September 2010

Event and Activation Idea

EUNICE KENNEDY SHRIVER DAY is an annual celebration of her life and a global call for people to commit actions of inclusion, acceptance and unity for and with individuals with intellectual disability¹.

Eunice Kennedy Shriver Day activities should focus on sport, because Eunice Kennedy Shriver believed that on the playing field we forget about our differences, and forge bonds that recognize our mutual humanity. We are emphasizing Special Olympics Unified Sports® program, because it provides the best opportunities for those with and without intellectual disabilities to get to know each other while building friendships and developing a better understanding.

There are three components to Eunice Kennedy Shriver Day:

- **+PLAY:** A day of sports, training clinics, and Unified Sports to commemorate Eunice Kennedy Shriver's belief in building greater equality through organized athletics. Her belief that through shared participation in sport, people with intellectual disabilities could build bonds of greater understanding with all people.
- **+JOIN:** An effort to educate people about the Special Olympics and Best Buddies movement and the urgent needs of people with intellectual disabilities around the world, and to solicit their support and involvement and commitment to do Eunice Kennedy Shriver (EKS) Acts of inclusion, acceptance and unity for and with persons with intellectual disabilities.
- **+BUILD:** A regional effort to dedicate new or renovated athletic facilities in Eunice Kennedy Shriver's honor in the poorest communities, to help educate people about her legacy.
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EUNICE KENNEDY SHRIVER DAY relies on grass-roots activities to garner the majority of the campaign's impact. Here are ideas on how you can participate locally in **Eunice Kennedy Shriver Day**.

1. Contact your Regional EKS Day staff representative to register your Eunice Kennedy Shriver Day event:
 - a. Africa Region : Ancilla Smith, asmith@specialolympics.org
 - b. Asia Pacific: Simon Koh, skoh@specialolympics.org and Ekta Jha, ejha@specialolympics.org
 - c. East Asia Region: Tracy Li, tli@specialolympics.org
 - d. Europe Eurasia Region: Marian Murphy, mmurphy@specialolympics.org
 - e. Latin America Region: Maricarmen Azura, mazura@specialolympics.org
 - f. Middle East North Africa Region: Ayman Wahab , awahab@specialolympics.org
 - g. North America Region: Robyn Markey, rmarkey@specialolympics.org

¹ "Intellectual Disabilities" is the current terminology used globally. However, some countries include additional terms: developmental disabilities, mental disability, etc.



2. **+PLAY:** Organize a sports day in honor of Eunice Kennedy Shriver, emphasize sports activities, particularly Special Olympics Unified Sports®,
 - a. Organize a Camp Shriver in your community for those with and without intellectual disability to play sports;
 - b. Host a formal competition working with local Special Olympics Program - according to Special Olympics Rules and specific to registered Special Olympics Athletes (and or Unified Partners).
 - c. Conduct a New Sport Demonstration - This could be a new sport demonstration that could include participants outside of Special Olympics registered athletes (new fans, corporate volunteers, celebrities, dignitaries, etc.).
 - d. Hold a Special Olympics Sport Clinic – An interactive coaching session with Special Olympics Athletes and athletes without intellectual disabilities.
 - e. Sponsor a Sport Exhibition - An exhibition would engage higher level athletes to demonstrate their skills while incorporating involvement of Special Olympics athletes. High level athletes could be the local varsity basketball partner with professional athletes.
 - f. Conduct Sport Skills Demonstration - Instead of a competitive event, the event would center on specific sports skills (e.g., driving/putting in golf, foul shooting in basketball, juggling and goaltending in soccer, etc.)
3. **+JOIN:** our movement. Recruit new fans to join Special Olympics and commit Eunice Kennedy Shriver Acts (EKS Acts), which are actions or activities of inclusion or acceptance for and with persons with intellectual disabilities. Individuals, schools, businesses can commit to EKS Acts and will be able to go online (www.eksday.org) to post their commitment.
 - a. Inspiring people with ways to act upon Eunice Kennedy Shriver’s values, we hope to empower new fans to make a positive unifying contribution to the world. **Eunice Kennedy Shriver ACTS or EKS ACTS** are positive actions for and with persons with intellectual disability.
4. **+BUILD:** Identify in your local community an athletic field or facility to renovate in honor of Eunice Kennedy Shriver and send your written proposal to dedicate the athletic field or facility in honor of Eunice Kennedy Shriver to Helen MacNabb hmacnabb@specialolympics.org
 - a. Proposals will be considered and written response issued within 30 days.
 - b. Prior written approval is required to use Eunice Kennedy Shriver name as described.



Special Olympics
Be a fan.



5. **+JOIN:** Invite the local media to share the story and impact of Eunice Kennedy Shriver and to challenge community members to do their EKS Acts.
6. **+JOIN:** Educate. Visit www.eunicekennedyshriver.org to learn about the life and impact of Eunice Kennedy Shriver and inspire others to join in acts of inclusion and acceptance. Inspire and educate young people with Eunice Kennedy Shriver life and lessons. Use the Eunice Kennedy Shriver lessons and EKS Day to engage young people through schools and community groups, and to build bridges with local public officials and community leaders. Create a Eunice Kennedy Shriver challenge week to engage young people to share in her story and sign up to commit EKS Acts.
7. Eunice Kennedy Shriver Day - samples are available:
 - Use sample leaflets and talking points
 - Hang posters
 - Stickers
 - Send e-mails
 - Text / call your family and friends
 - Use your social networks on Facebook, Twitter, YouTube and Linked In
 - Join Eunice Kennedy Shriver Day's social networking pages (see Social Media Activation resource for more info)
 - Send an Email to friends to commit EKS Acts
8. **+JOIN:** Use social, print, or video media to share the impact of Eunice Kennedy Shriver. Post a comment to an online social message board sharing your thoughts about the Eunice Kennedy Shriver story and impact in your life. Post your commitment on www.eksd.org.
9. **+JOIN:** Challenge your friends and family to join (www.eksd.org) and commit EKS Acts.
10. Post your event's time and location in the community events section of your hometown newspaper or in your school newspaper or Web site.
11. Contact your local Best Buddies office. Best Buddies programs should try to work with their nearest Special Olympics program and enable those they serve to participate in the community-wide sports activities.
12. Document your Eunice Kennedy Shriver Day activities with pictures and videos and share them with our Fan Community!



The Eunice Kennedy Shriver brand icon (eks+) represents the + or addition that each of can make on the world with acts of inclusion, acceptance and unity.

Eunice Kennedy Shriver Day is not a holiday – rather it is a Day for all of us to demonstrate what we can add as we PlayOn and carry on the movement .

Eunice Kennedy Shriver Day will be launched in each of the regions and led by Program leadership around the world in an effort to celebrate her life and impact and share her story to inspire new fans to act.

Please join the athletes of Special Olympics and buddies of Best Buddies, the real heroes of this movement that is unifying communities and expanding opportunities around the world. Help them honor Eunice Kennedy Shriver on September 25th. Become an agent of acceptance and action throughout the world. Embrace the spirit of Eunice Kennedy Shriver Day, and on that day, ACT.

For more information, contact your Regional EKS Day Staff (contact information here) or Helen MacNabb, hmacnabb@specialolympics.org or visit www.eksdays.org

Everything we do on Eunice Kennedy Shriver Day 2010, and on every future Eunice Kennedy Shriver Day, will be designed to educate the world about Eunice Kennedy Shriver's legacy, and to remind everyone that her work had just begun and the need to inspire future generations to act.