



EUNICE KENNEDY SHRIVER DAY

WHAT **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 people with intellectual disability¹. Eunice Kennedy Shriver Day has been created to inspire new fans to experience her legacy and embrace the movement she founded in her backyard. What started as an inclusive sports camp in the early 1960s has blossomed into a worldwide movement transforming lives in over 170 countries.

WHEN **On 25 September 2010**, Special Olympics and Best Buddies will lead the world in a celebration of the inspiration, impact and indomitable spirit of Eunice Kennedy Shriver. Most schools around the world are in session in September, providing an excellent opportunity to partner with schools the week leading to Eunice Kennedy Shriver Day.

WHO 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.

WHY Eunice Kennedy Shriver's actions helped open the minds of all people to the gifts and talents of individuals with intellectual disabilities. She believed in their possibilities, which fuels hope in all of us to make a difference. Eunice Kennedy Shriver demonstrated an unrelenting indomitable spirit in action that one person could make a difference and change the world. Her lasting legacy must be our continued commitment to improve and transform the lives of the 200 million people worldwide with intellectual disabilities that still live with diminished opportunities and social disrespect, and are often neglected and hidden away.

HOW Today, our call to action begins with you. We invite you to celebrate this extraordinary woman's legacy, and take part in Eunice Kennedy Shriver Day's demonstration of inclusion, acceptance and unity:

- Participate in a local Special Olympics or Best Buddies "PLAY ON" event on Eunice Kennedy Shriver Day;
- Use social, print, or video media to share the impact of Eunice Kennedy Shriver;
- Challenge your friends and family to join (www.eksd.org) and commit EKS Acts, or
- Create your own act that demonstrates your passion for continuing Eunice Kennedy Shriver's invaluable legacy.
- 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.

For more information, visit www.eksd.org

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