



EUNICE KENNEDY SHRIVER DAY

Key Messages and Talking Points

EUNICE KENNEDY SHRIVER DAY (EKS 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:

- Dedicated her life to fight for and with those with intellectual disabilities.
- Helped open people's minds to the gifts and talents of individuals with intellectual disabilities.
- Believed that one person could make a difference and change the world.

Eunice Kennedy Shriver Day has been created to inspire new fans to experience the impact of her legacy and embrace the movement she started.

On EKS Day, 25 September 2010, Special Olympics and Best Buddies will lead the world in a celebration of Mrs. Shriver's spirit and legacy.

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.
- **+Join:** An effort to educate people about the Special Olympics and Best Buddies movement and the urgent needs of people with intellectual disabilities, and to solicit their support and involvement 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.

A primary goal is to engage young people, inside and outside school, to learn more about Mrs. Shriver and the potential of people with intellectual disabilities.

We must continue her 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, who are often neglected and hidden away.

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



Today, our call to action begins with you. We invite you to celebrate this extraordinary woman and undertake an “EKS ACT,” which is an act of inclusion, acceptance and unity. For example:

- Participate in a local Special Olympics or Best Buddies “PLAY ON” event on Eunice Kennedy Shriver Day
- Recruit new fans into the movement
- Use social, print, or video media to tell a story of the impact Eunice Kennedy Shriver has had on your life
- Challenge your friends and family to participate
- Visit www.eunicekennedyshriver.org to learn about the life of Eunice Kennedy Shriver and inspire others to join in acts of inclusion and acceptance.

Eunice Kennedy Shriver Day activities focus on sport, because Mrs. Shriver believed that on the playing field we forget about our differences, and forge bonds that recognize our mutual humanity.

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.

This EKS Day is the first of what we intend to establish as an annual event and celebration.

For more information, contact Helen MacNabb, hmacnabb@specialolympics.org or visit www.eksday.org