

Dear PSA Director,

We are sending you this exceptional new PSA, which I'm sure you'll agree will leave viewers "Speechless."

"Speechless" is the true story of Susie Doyens – one of four million Special Olympics athletes who show the world every day how Special Olympics has the transformative power to reveal the champion in each of us.

Susie did not speak for most of her life because, in her words, "I was afraid everyone would laugh at me." Sadly, people with intellectual disabilities, the largest disability population on earth, are all too often conditioned to believe that their opinions are not important, that others are better suited to speak for them, or worse, that they don't have the right to be heard. This misunderstanding often leads to isolation and inactivity, and can even lead to bullying.

We believe this PSA tackles the challenges head-on. It will educate society that people with intellectual disabilities should no longer be disenfranchised, marginalized or voiceless. Special Olympics was Susie's path to expression, acceptance and joy.

Our goal is for your viewers to see the spot, be inspired and go to www.specialolympics.org to help athletes like Susie find their voice. By bringing more people with intellectual disabilities into Special Olympics, they can begin their journey to being champions.

Thank you in advance for placing this spot in your active rotation. Your support will help us build more communities of empowerment, respect and inclusion where *all* voices are heard.

Best wishes,



Timothy P. Shriver, Ph.D.
Chairman & CEO
Special Olympics



Special Olympics

www.specialolympics.org

For more PSA campaign materials, please contact The CauseWay Agency at 203-454-2100 or Triwi@thecausewayagency.com. For questions about the "Speechless" campaign or Special Olympics, please contact Amie Dugan at Special Olympics at 407-401-9209 or adugan@specialolympics.org.