



Special Olympics European Basketball Week

The concept of Special Olympics European Basketball Week is to have one week each year where everyone in the basketball community commits to doing something to expand opportunities for players with intellectual disabilities. It is the flagship event of our partnership with FIBA Europe.

As a part of this, national basketball associations and professional clubs are invited to make contact with their national and local Special Olympics organizations to discuss partnership ideas.

Take a shot! Let's work together to make Basketball Week a permanent part of the annual European basketball calendar and give thousands of Special Olympics players the chance to play center court!

Call for action PSA

Suggest Be a Fan of Inspiration PSA with changes to logo, website (www.specialolympics-eu-org) and to copy "Volunteer, Donate, Support, Coach or Compete".

For more information on Special Olympics basketball, please contact:

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EUROLEAGUE
BASKETBALL



Special Olympics
Be a fan™



Let me Win.
But if I Cannot Win,
Let Me Be Brave in the Attempt.

Special Olympics Athletes Oath





Special Olympics

There are 200 million people with intellectual disabilities in the world and yet they are society's most neglected and undervalued population.

Special Olympics is the world's largest movement dedicated to promoting respect, acceptance, inclusion and human dignity for people with intellectual disabilities through sports.

More than 500,000 athletes in 58 countries across Europe/Eurasia train and compete in 27 Olympic-style summer and winter sports at local, national and international events.

Athletes improve physical fitness and motor skills and enjoy greater self confidence. They exhibit courage and enthusiasm and build lasting friendships. And they inspire all of us with their unstoppable spirit.

Special Olympics Basketball

Basketball is one of the most popular sports in Special Olympics with 53,000 players with intellectual disabilities taking part throughout Europe/Eurasia.

Because of its mass appeal, basketball has the potential to bring people with and without mental handicaps together as players and spectators alike. Special Olympics basketball can help us break down those barriers that too often lead to misunderstanding and social rejection.

"Through their partnership with our movement Euroleague will help us reach our goal of 55,000 players by 2011. More people with intellectual disabilities will have the opportunity to enjoy the game of basketball and the benefits that this sport brings" said Mary Davis.

2009-2011 Development Goals

The primary goal of the Special Olympics basketball development project is to bring opportunities to 55,000 new players in Europe/Eurasia by 2011. To achieve this goal, the project will focus on:

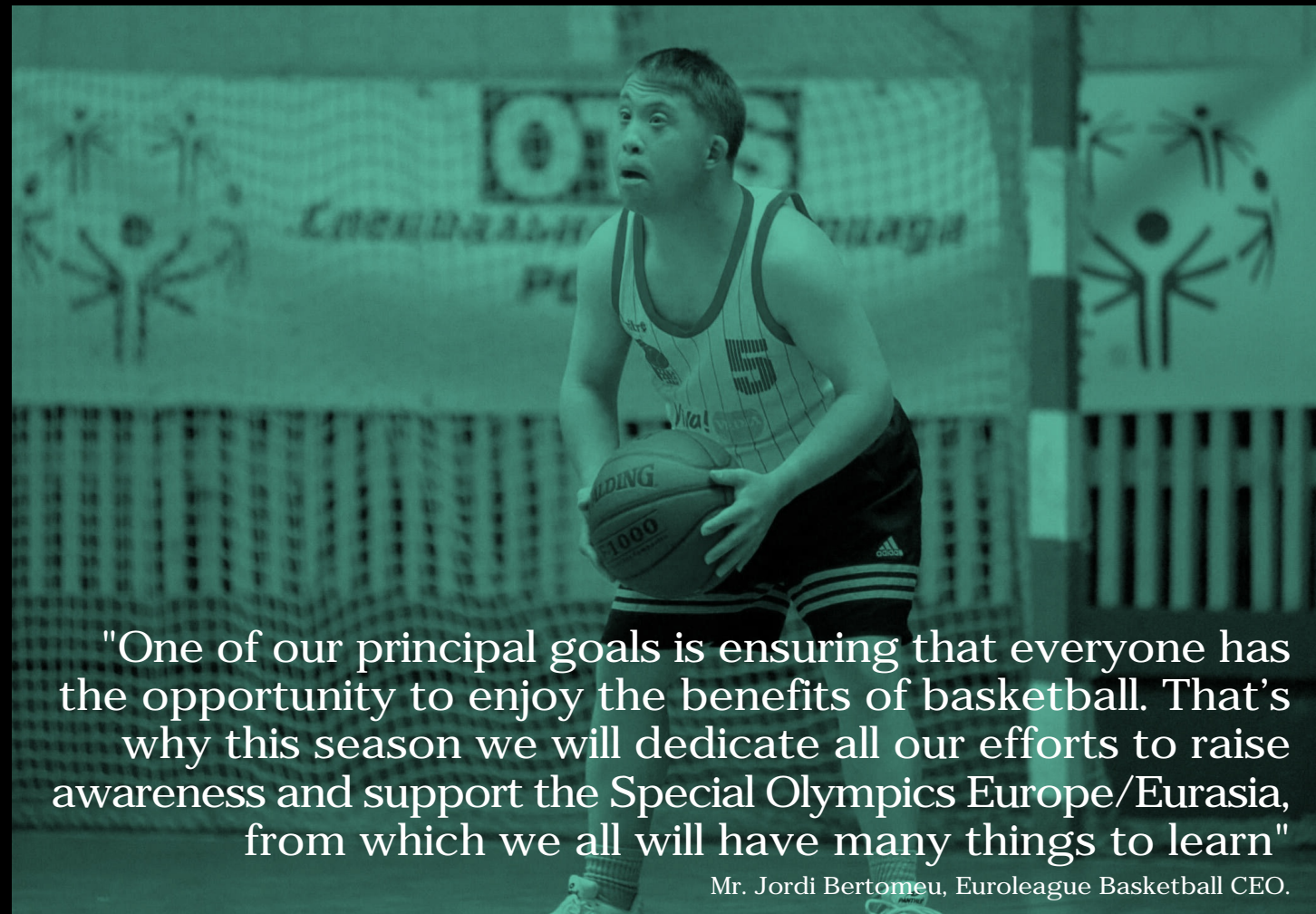
- Recruiting and training new coaches.
- Significantly expanding women's basketball.
- Establishing Unified™ basketball in which players with and without intellectual disabilities participate on the same team.
- Creating a network of national Special Olympics basketball coordinators.
- Involving partners such as Euroleague, FIBA Europe and national basketball federations and clubs.

Euroleague For Life



Euroleague Basketball has strived to implement a program meant to inspire, encourage and empower to make a real difference in someone's life, through our Social Responsibility Program, Euroleague for Life.

Euroleague for Life is dedicated to use the popularity and visibility of our teams, players and league to support those who truly need it. It is our call to action and a way for everyone to improve someone's life.



"One of our principal goals is ensuring that everyone has the opportunity to enjoy the benefits of basketball. That's why this season we will dedicate all our efforts to raise awareness and support the Special Olympics Europe/Eurasia, from which we all will have many things to learn"

Mr. Jordi Bertomeu, Euroleague Basketball CEO.