The Special Olympics Brand Model …

**MISSION**
Provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

**BRAND PROMISE**
Special Olympics unleashes the human spirit through the transformative power and joy of sports every day around the world.