



Special Olympics Play Unified Campaign

Messaging & Talking Points

- Inactivity, intolerance and injustice are big problems in the world, especially for those with intellectual disabilities. The Special Olympics movement is tackling these issues every day around the world using sport as the catalyst to make this change. To assist in making change, Special Olympics is looking to young people around the world to be the leaders to make change in their schools, and communities.
- Special Olympics has a unified strategy to bring people with and without intellectual disabilities together because when you connect our athletes with others, hearts and minds are open and misunderstanding and negative attitudes disappear. We primarily bring people together through sport, but we also do this through music, dancing and other activities. We are implementing this strategy in schools and communities worldwide creating youth leaders, a unified generation, who will create a world of respect and inclusion for people with intellectual disabilities.
- Special Olympics will inspire and mobilize a powerful and unified generation of young people to fight real and big problems in the world – inactivity, intolerance and injustice. This generation will come to embody the principles of our movement that will shape the world into one in which respect, tolerance and human equality prevail. We will encourage acts of engaging WITH (rather than just doing FOR) because; we hear directly from those with intellectual disabilities that they want to be included as equals in society. The Unified Generation will lead us into the next 50 years of our movement and will do so by simply playing unified.
- The #PlayUnified campaign will mobilize and inspire youth across the world to Play and ultimately Live Unified and shape the world to one of respect and acceptance. Join today and visit playunified.org.
- This marketing campaign, developed by Y&R in conjunction with Special Olympics, utilizes all forms of digital and traditional marketing platforms as well as uses youth-relevant in-market activations beyond the already tens of thousands of sports competitions, school-focused activities, health screenings and major fund raising efforts that occur each year across the Special Olympics movement. We are also engaging our partners to bring this campaign to life and have created playunified.org, a site to recruit young people to join our team.
- Special Olympics Unified Sports® joins people with and without intellectual disabilities as teammates in the same sport. It is inspired by a simple principle: training, playing and competing together is a quick path to understanding, acceptance and friendship.

- Special Olympics is a social movement, grounded in sport. Sport is a universal language: the great equalizer. We are introducing the Special Olympics Unified Ball, the most iconic representation of this sharable experience that transcends geopolitical, racial, economic, gender, and intellectual constructs. So when you pick up a ball, and throw it to another, things can change. It's amazing how such a simple action can have such a resounding impact. Our Special Olympics Unified Ball will serve as an invitation to connect with our movement.
- The campaign will mobilize our millions of athletes, volunteers and supporters, leverage our more than 81,000 games and competition around the world, and recruit a new generation of participants and supporters as we approach our 50th anniversary in 2018.
- From now leading up to our milestone event at the 2015 Special Olympics World Games in Los Angeles, Special Olympics is challenging the nation and the world to embrace the unique civil rights movement for inclusion, unity and respect that is led by people with intellectual disabilities alongside their peers without intellectual disabilities.