



SPECIAL OLYMPICS WORLD WINTER GAMES AUSTRIA 2017 MESSAGING & CALL TO ACTION

Message of the World Games

The 2017 Special Olympics World Winter Games will open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world. These Games will begin a heartbeat, a unifying force, that will be heard and felt throughout Austria, Europe and the world. This Heartbeat for the World will send a message of inclusion. Join us for this celebration of humanity.

Supporting Messages of the World Games

- Realize that at the heart of every athlete is determination and the desire to achieve, win, represent their country with pride and joy and perform their best in a sport they love -- an equality that exists among all athletes. We are unifying the world.
- Celebrate the power and joy of sports through the 2017 Special Olympics World Games.
- Send a message of inclusion and the importance of acceptance and respect that every person no matter their ability, culture, race, religion or socio-economic status deserves to be included. When we play unified we live unified.

Athletes, Volunteers, & Fans

- **Over 2,700 athletes and 1,100 coaches from 107 nations** will compete at the 2017 Special Olympics World Winter Games in Austria, making these World Games one of the **largest international sports and humanitarian events in 2017.**
- **3,000 volunteers** will work in all areas of the World Games including translation, transportation, hosts of delegations and guests, competition management, awards, food service, and much more.





- **Honored Guests** from throughout the world are expected to attend the Games, including Heads of State and Governments, Royalty, Government Ministers, Leaders and Ambassadors, Special Olympics Board of Directors, Sports and Entertainment Celebrities and leaders in business, education, health and policy.

Communications & Social Media

- Share your experience of the World Games & get instant updates:

Facebook:

facebook.com/austria2017

facebook.com/SpecialOlympics

Twitter:

twitter.com/2017austria

twitter.com/SpecialOlympics

Instagram:

Instagram.com/austria2017

Instagram.com/SpecialOlympics

YouTube:

youtube.com/SpecialOlympicsHQ

World Games Newsletter:

Sign up at www.specialolympics.org.

Story Gathering For the Games:

Share your story at Specialolympics.org/share

Tune in to Watch the Games:

Watch the World Games on ESPN!

Sports Activities

- There are **9 Olympic-type competition sports** at the World Games: Floor Hockey, Floorball, Stick Shooting, Figure Skating, Speed Skating, Alpine Skiing, Snowboarding, Nordic Skiing and Snowshoeing. Motor Activity Training Program (MATP), an adaptive sports training program designed for athletes with more profound disabilities focusing on sports skills and techniques, will also be offered.
- Team sports bring people together. Special Olympics Unified Sports® do that and much more. Dedicated to promoting social inclusion through shared sports training and competition experiences, Unified Sports joins people with and without intellectual disabilities on the same team and playing field. During the course of the World Games, **8 Unified Sports Experiences will take place**. These fun interactive events pair guests, dignitaries, and celebrities with Special Olympics athletes to compete. Unified Sports Experiences will take place in the following sports throughout the World Games: Cross-country skiing, Floor hockey,





Snowshoeing, Floorball, Snowboarding, Short Track Speed Skating, Stick Shooting and Alpine Skiing. Additionally, three sports will have **Unified Sports** competition including Floor Hockey, Floorball and Figure Skating.

- Venue locations include:
 - Convention Centre (Graz)
 - Ice Arena (Graz)
 - Slope 32 (Schladming-Rohrmoos)
 - WM Stadium (Ramsau)

Non-Sports Events

- **Opening Ceremony** for the Games will kick off on 18th March in Schladming in the Stadium Planai and the **Closing Ceremony** will occur on 24th March in Graz (Merkur Arena)
- The **Host Town Program** is a unique and exciting opportunity for international delegations to be welcomed into hearts and homes of the people of Austria. For three days prior to the World Games, international delegations are paired with sponsoring Austrian communities, and participate in an exchange of culture. The sharing and community building that occurs during Host Town is an amazing experience and true example of the unifying power of the Special Olympics Movement. Host Towns provide transportation, housing, meals and training facilities for each of the sports, along with entertainment and activities that showcase Austria, its culture and the local community.
- **The Healthy Athletes Program** (at Graz, Convention Centre) is an opportunity for volunteer healthcare professionals to provide athletes with free screenings and services in clinical areas including prescription eyewear and hearing aids. Medical volunteers return to their schools and medical practices with the experience and desire to better treat people with intellectual disabilities. Athletes may return home with free corrective eyewear, hearing aids and other health materials that will help them be a greater athlete.
- **The LETR Final Leg** for the Special Olympics Winter World Games Austria 2017, will take place from 9 March – 18 March 2017. A team of 100 members – which includes law enforcement officer runners, Special Olympics athletes, and logistics personnel from 46 states and 24 countries around the world representing 79 Torch Run programs – will serve as Guardians of the Flame as they run the *Flame of Hope* throughout Austria. This Torch Run event is called the Final Leg because it represents the culmination of Torch Run events that have occurred previously throughout the World. The Torch Run Final Leg is not only a salute to the athletes from around the World who will compete in the Special Olympics World Games, but also an honor for the participating law enforcement officers who comprise the Torch Run Final Leg Team.



Sponsors

- Microsoft and Coca-Cola are the official main sponsors of the Games. The full list of sponsors is below:



Media Registration

- Media registration is officially open until February 28, 2017. For more information, visit www.austria2017.org

