



Eunice Kennedy Shriver Day **July 20, 2017**

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Eunice Kennedy Shriver Day 2017 - Introduction

Launched in 2010 to commemorate the life and spirit of the founder of the Special Olympics movement, Eunice Kennedy Shriver Day is a celebration of her achievements, inspiration, and values she represents to this day – compassion, tolerance, love, and a passion for social justice and equality.

Starting in 2017, Special Olympics will observe Eunice Kennedy Shriver Day on 20 July, the anniversary of the first ever Games held at Soldier Field in Chicago, Illinois, USA. This date marks the transformational moment when Eunice Kennedy Shriver changed the game and let the world witness the greatness of Special Olympics athletes. We hope that our Special Olympics family around the world will celebrate the legacy of this amazing woman. Eunice Kennedy Shriver Day 2017 will consist of local, national, regional, and global activation that demonstrate the spirit of inclusion.

Eunice Kennedy Shriver dedicated her life to fighting for people with intellectual disabilities, helping to open people's minds to their gifts and potential. She believed one person could make a difference and change the world, and her life demonstrated the truth of that belief.

Eunice Kennedy Shriver Day - "Choose To Include"

On 12 July, Eunice Kennedy Shriver will be honored posthumously with the Arthur Ashe Courage Award at the 25th annual ESPYs. This event will generate awareness worldwide. We ask Special Olympics Programs to use this as an opportunity to continue the momentum towards 20 July.

We are asking every Special Olympics Program to host at least one activation to show what a unified world could look like at work, in government, in the community, and in sports.

Objectives for Eunice Kennedy Shriver Day:

1. Recruit new athletes, volunteers, and donors into our movement by leading them to <http://www.specialolympics.org/include> and increasing activity for the month of July
2. Raise awareness of the importance of inclusion on social media by posting the "Choose To Include" graphics on social media with the URL www.specialolympics.org/include and using the hashtag #ChooseToInclude throughout the month of July.



3. Raise awareness in Special Olympics Program communities about Mrs. Shriver's vision of a just, inclusive society, and how achieving that vision will improve the lives of all by hosting events that bring together people with and without intellectual disabilities in a unified event on 20 July. Share pictures and videos of the unified event using the hashtag #ChooseToInclude.



Our goal is to use Eunice Kennedy Shriver Day to reach new audiences and engage them on an ongoing basis. That engagement could be as simple as following us on social media, volunteering to be a Special Olympics coach or in some other capacity, or joining or launching a Unified Sports team or program at school or in the community.

To Eunice Kennedy Shriver it was not enough to believe strongly in the values of justice and equality, but that one must act and work toward bringing change to life. We aim to use Eunice Kennedy Shriver Day events as the catalyst for such action and for communicating her inspiration to a wider, worldwide audience.



Contacts and Online Resources

Special Olympics Headquarters

Washington, DC USA

Point of Contact: Nikki Villanueva

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Online Resources

“Choose to Include” Pledge Page: <http://www.specialolympics.org/include>

About Eunice Kennedy Shriver Day: <http://www.specialolympics.org/eksdays>

Add your Eunice Kennedy Shriver Day Events to the SO Worldwide Calendar:
<http://www.specialolympics.org/RegionsPages/RegisterEvent.aspx?src=footer>

Activations

Guiding Principles

In 2010, Special Olympics leadership launched Eunice Kennedy Shriver Day and other programs as components of a campaign to use Mrs. Shriver's legacy and vision to generate support for the advancement of our key strategic priorities.

The movement that evolved from that effort was created to inspire a new generation of leaders for Special Olympics, and rested on the following principles:



- Must be consistent with the attributes and values Mrs. Shriver espoused (hope, faith, courage, justice, and love), and promote in others the qualities of selfless leadership that she embodied;
- Must grow and enrich the experience of athletes, families, and communities within the Special Olympics;
- Must be developed, owned and executed at local and global levels;
- Must chart the course for our future by aligning with and driving our core strategic goals; and
- Must complement and enhance our existing commitments, including local competitions and state, Regional and World Games.

Eunice Kennedy Shriver Day Goals

In the past Eunice Kennedy Shriver Day events have emphasized the benefits of unity and inclusion through sports, the core message of the Special Olympics movement. This year we are asking all Special Olympics Programs to expand the scope of their events to demonstrate how those benefits extend beyond the playing field in schools, workplaces, and communities.

Activation Ideas/Examples

The following ideas are included to inspire your thinking and creative efforts to engage your community on Eunice Kennedy Shriver Day:



Social Activation

Use art and social media to engage your community. Spread a message of inclusion with Unified emojis, Unified selfies, and public artwork using the hashtag #ChooseToInclude.

Download the Social Activation Kit at <http://media.specialolympics.org/resources/brand-awareness-and-communication/campaign-resources/play-unified/Play-Unified-Social-Activation-Kit.pdf>

Streetball

Play an impromptu soccer/football game that gets the general public and Special Olympics athletes playing together.

Download the How-To Guide at <https://play-unified.brightspotcdn.com/43/bf/e2a7dd5d48d280a3b8b45fab8ef6/download-pdf.pdf>

Visit <http://www.playunified.org/action> for more Unified activities.

Day of Service

Pair athletes and volunteers from your Special Olympics program with local law enforcement, athletic leagues, service clubs, and/or local schools to:

- Help out at a local animal rescue or adoption fair
- Conduct a river or ocean/beaches cleanup
- Clean up a local vacant lot for use as an athletic field
- Collect food for the local Food Bank or hunger program

Invite an Athlete to Work Day

Reach out to unified partners, corporate sponsors, local employers and supporters to see if they would be willing to invite an athlete to shadow them for a half or full-day at their place of work. Examples include:

- Local Police Department (Ride Along Program)
- Local Fire Department
- Restaurant/Sandwich Shop
- Special Olympics Headquarters
- News Bureau/Radio Station
- Professional Sports League



Please register Eunice Kennedy Shriver Day events on the Special Olympics Worldwide Calendar at

<http://www.specialolympics.org/RegionsPages/RegisterEvent.aspx?src=footer>



Social Media Materials

Call to Action – “Choose to Include”

On Eunice Kennedy Shriver Day we are encouraging our communities to “Choose to Include”.

Twitter

- Today, we celebrate the legacy of our Founder, Eunice Kennedy Shriver as we #ChooseToInclude! More: www.specialolympics.org/include
- Today, we celebrate the vision of our Founder, Eunice Kennedy Shriver & #ChooseToInclude. Join us: www.specialolympics.org/include
- Eunice Kennedy Shriver taught us that we can change the world if we #ChooseToInclude. Today, we further her mission: www.specialolympics.org/include
- Today, we celebrate the legacy of our Founder, Eunice Kennedy Shriver & #ChooseToInclude. Tell us how you do this: www.specialolympics.org/include
- As we honor the legacy of Eunice Kennedy Shriver, show us how you #ChooseToInclude in your community → www.specialolympics.org/include

Facebook

- Our Founder, Eunice Kennedy Shriver, changed the world through inclusion. Today, as we celebrate her extraordinary legacy, tell us how you #ChooseToInclude? www.specialolympics.org/include
- Eunice Kennedy Shriver lit the flame for inclusion & ignited an entire Movement. How will you carry the torch for inclusion in your community & #ChooseToInclude? www.specialolympics.org/include
- Today, we celebrate the legacy & vision of our Founder, Eunice Kennedy Shriver. Following her lead, we #ChooseToInclude! www.specialolympics.org/include

Instagram

- @specialolympics Founder Eunice Kennedy Shriver lit the flame for inclusion & ignited an entire Movement. How will you carry the torch for inclusion in your community & #ChooseToInclude?
- Today, as we celebrate the legacy of our Founder, Eunice Kennedy Shriver, we #ChooseToInclude!



- Our Founder, Eunice Kennedy Shriver, taught us that we can change the world if we #ChooseToInclude! How are you following her lead?

Graphics

To download Eunice Kennedy Shriver Day graphics, visit <http://resources.specialolympics.org/EKS-Day-Resources/>





Sample Communications Materials

Promoting and Publicizing Eunice Kennedy Shriver Day

For Eunice Kennedy Shriver Day to succeed, we must attract significant attendance and participation at every event beyond the people already actively involved in Special Olympics. This will require aggressive communications efforts on your part to build awareness and create anticipation for the event.

Some possible tactics you could use:

- **Press Release (sample enclosed)**
 - Tailor it to emphasize your particular event – date, locations, times, names of any participating celebrities, and other relevant local information.
 - Distributed to all local media outlets – newspapers, radio stations, TV, cable access, even newsletters of local social or civic organizations.
 - Disseminate to local government officials so they are aware of the event, and can assist in generating support.
 - Distribute *no later than two weeks prior* to the event, and then again seven days prior.
 - Investigate local events, calendar listings, and other ways people in your communities find out about events.
 - If you have local broadcast media outlets (radio, TV) call them two days after you issue the release and offer yourself or someone appropriate as a spokesperson for an interview prior to Eunice Kennedy Shriver Day.
- **Official Proclamation from Local Government (sample enclosed)**
 - Ask your local government representatives if the senior official (e.g., governor, mayor) can issue an official proclamation of (INSERT EVENT DATE) as Eunice Kennedy Shriver Day.
 - Make sure the local news media receive copies of the proclamation.
- **Social Media**
 - Push your activation/event information out on your social media channels.
 - Link people to the Eunice Kennedy Shriver Day “Choose to Include” pledge page (www.specialolympics.org/include) and to your own social media pages.



- **Internal Communications**
 - Reach out to friends and family within the Special Olympics community via mail lists, newsletters, etc.
 - Issue a “Bring a Friend” appeal, requesting that all recipients not only attend and participate on Eunice Kennedy Shriver Day, but that they bring one or more friends who have not been involved in Special Olympics before to #ChooseToInclude.

Key Messages and Talking Points

Special Olympics has established Eunice Kennedy Shriver Day to recognize Mrs. Shriver’s inspirational life, especially her passionate commitment to a more just and loving world for people with intellectual disabilities.

Mrs. Shriver is proof of the impact one dedicated, energetic individual can have on the world, and we hope to inspire young people to follow her example, to find their passion and commit their time and energy to improving the world. In her memory we celebrate champions who, like Mrs. Shriver, lead by example and inspire others to create a more inclusive world.

On Eunice Kennedy Shriver Day, our activities today go beyond sports and the athletic field because Mrs. Shriver’s achievements with Special Olympics proved that the potential for people with intellectual disabilities to contribute to society far exceeds the prejudiced perspective of the past. People with intellectual disabilities can contribute in the workplace, in schools and in the community.

Eunice Kennedy Shriver’s vision of a more inclusive world extends on and off the playing field. Today, Special Olympics is the largest global public health organization dedicated to serving people with intellectual disabilities. With support from the Golisano Foundation, Special Olympics is increasing access to health care for 11 million people with ID, reaching well beyond our own athletes and unlocking access throughout systems of care for all.

Eunice Kennedy Shriver Day is being celebrated in more than 170 countries around the world on July 20, 2017.



Sample News Release

CONTACT: *(insert your name, phone number and email)*

**(NAME OF TOWN/NATION) TO CELEBRATE THE EIGHTH GLOBAL
EUNICE KENNEDY SHRIVER DAY
Eunice Kennedy Shriver, Founder of Special Olympics,
To Be Remembered With A Day of Sports and Inclusion**

(INSERT NAME OF YOUR TOWN/CITY) – (insert date of release). On 20 July 2017, (name of town/city) will participate in Eunice Kennedy Shriver Day, the worldwide celebration in memory of Eunice Kennedy Shriver, founder of the Special Olympics movement and a leading international advocate for the rights of people with intellectual disabilities.

In proclaiming global Eunice Kennedy Shriver Day, Mary Davis, CEO of Special Olympics said, "Today, we celebrate the legacy of an extraordinary leader who was a champion for people with intellectual disabilities all over the world. Furious at their exclusion from society nearly 50 years ago, she had a vision that sports could build confidence and skills. And, that sports could demonstrate to the world the abundance of talents of people with intellectual disabilities and connect them into society. She founded Special Olympics as a vehicle to make that happen. Her legacy is the important work Special Olympics does every day – through sports, health services, education and changing policy and attitudes. Let us appropriately honor her legacy by joining together in sports, in communities across the country, people with and without intellectual disabilities playing on teams together, playing unified!"

Eunice Kennedy Shriver Day will be celebrated with a number of activities involving people with and without intellectual disabilities, including:

(Insert a bulleted list of what activities you will be offering on Eunice Kennedy Shriver Day. Include a schedule if you have one available. If not, you should re-issue this release once you have a timetable and location information to communicate.)

Individuals and families who have no prior involvement with Special Olympics are urged to come to (insert location of events) and participate. For more information, call *(insert your phone number)* or visit *(insert name of www.specialolympics.org/eksday or of your local website)*



About Eunice Kennedy Shriver Day

Eunice Kennedy Shriver Day is an annual celebration of her life and a global call challenging everyone to “Choose To Include”. This invitation stems from Mrs. Shriver’s teaching that on the playing field, we forget about our differences and recognize our mutual humanity. On Eunice Kennedy Shriver Day, we invite you to join us and change the game for inclusion. As founder of Special Olympics and executive vice president of the Joseph P. Kennedy, Jr. Foundation, Eunice Kennedy Shriver was a leader in the worldwide struggle to improve and enhance the lives of individuals with intellectual disabilities for more than five decades. Eunice Kennedy Shriver’s actions helped open the minds of all people to the gifts and talents of individuals with intellectual disabilities. She believed in their possibilities, which fuel hope in all of us to make a difference. Eunice Kennedy Shriver demonstrated an unrelenting indomitable spirit in action that one person could make a difference and change the world. Her lasting legacy must be our continued commitment to improve and transform the lives of the nearly 200 million people worldwide with intellectual disabilities who still live with diminished opportunities and social disrespect, and are often neglected and hidden away. Visit www.specialolympics.org/eksdays to learn more.

About Special Olympics

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. We empower people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown to more than 5.3 million athletes and Unified partners in 170 countries. With the support of more than 1 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and over 108,000 games and competitions throughout the year. Special Olympics is supported by many individuals, foundations and partners. Engage with us on: Twitter@specialolympics, fb.com/specialolympics, youtube.com/specialolympicshq, Instagram.com/specialolympics and specialolympicsblog.wordpress.com.

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Sample Email Alert



EUNICE KENNEDY SHRIVER DAY – 20 July – is an annual celebration of her life and a global call for people to live in a more unified society – in sport, in the community and in the work place. By committing acts of inclusion, acceptance and unity for and with people with intellectual disabilities, we will continue to build on the legacy of Eunice Kennedy Shriver.

Eunice Kennedy Shriver's actions helped open the minds and hearts of all people to the gifts and talents of individuals with intellectual disabilities. As the founder of Special Olympics she demonstrated an unrelenting and indomitable spirit, with an unshakeable belief that one person can make a difference and change the world.

Today, our call to action begins with you. We invite you to celebrate this extraordinary woman's legacy and help your community move towards a world where boys and girls with and without intellectual disabilities are united in a more inclusive, just, and caring world.

Become an agent of acceptance and action throughout the world. Embrace the spirit of Eunice Kennedy Shriver Day, and on that day, Choose To Include.

How can you help celebrate Eunice Kennedy Shriver Day? To learn more about what is happening in your community, visit (enter local program web page here) and www.specialolympics.org/include



Sample Government Proclamation

WHEREAS, the *(name of governmental entity)* believes that all individuals deserve the opportunity to be the best they can be, including people with intellectual disabilities; and

WHEREAS, Eunice Kennedy Shriver, founder of the Special Olympics movement and a tireless champion of the rights of those with intellectual disabilities, will be honored and remembered around the world on Eunice Kennedy Shriver Day, 20 July 2017; and

WHEREAS, in our own nation, Special Olympics programs give their athletes the chance to demonstrate, on and off the playing field, the capacity of people with intellectual disabilities to compete, to achieve, and to share in the joy and spirit that sports provides; and

WHEREAS, we agree that more people need to learn about the example of Eunice Kennedy Shriver and her movement, and share her values of hope, faith, courage, justice, and love; therefore

I, *(insert name of government official)*, declare Thursday, 20 July 2017, the Eighth Annual Eunice Kennedy Shriver Day in the *(insert name of town/community)* and urge all members of our community to participate, and learn more about the valuable lessons Mrs. Shriver's life provides.

Reference Materials and Links



EUNICE KENNEDY SHRIVER BIOGRAPHY Eunice Kennedy Shriver 1921 – 2009

As founder and honorary chairperson of Special Olympics and executive vice president of the Joseph P. Kennedy, Jr. Foundation, Eunice Kennedy Shriver was a leader in the worldwide struggle to improve and enhance the lives of individuals with intellectual disabilities for more than five decades.

Born in Brookline, Massachusetts, the fifth of nine children of Joseph P. and Rose Fitzgerald Kennedy, Eunice Mary Kennedy received a Bachelor of Arts degree in sociology from Stanford University in Palo Alto, California.

Following graduation, she worked for the U.S. State Department in the Special War Problems Division. In 1950, she became a social worker at the Penitentiary for Women in Alderson, West Virginia, and the following year she moved to Chicago to work with the House of the Good Shepherd and the Chicago Juvenile Court. In 1957, Shriver took over the direction of the Joseph P. Kennedy, Jr. Foundation.

The Foundation, established in 1946 as a memorial to Joseph P. Kennedy, Jr.—the family's eldest son, who was killed in World War II—has two major objectives: to seek the prevention of intellectual disabilities by identifying its causes, and to improve the means by which society deals with citizens who have intellectual disabilities.

Under Shriver's leadership, the Foundation has helped achieve many significant advances, including the establishment by President Kennedy of The President's Committee on Mental Retardation in 1961, development of the National Institute for Child Health and Human Development in 1962, the establishment of a network of university-affiliated facilities and mental retardation research centers at major medical schools across the United States in 1967, the establishment of Special Olympics in 1968, the creation of major centers for the study of medical ethics at Harvard and Georgetown Universities in 1971, the creation of the "Community of Caring" concept for the reduction of intellectual disabilities among babies of teenagers in 1981, the institution of 16 "Community of Caring" Model Centers in 1982, and the establishment of "Community of Caring" programs in 1200 public and private schools from 1990-2006.

Recognized throughout the world for her efforts on behalf of persons with intellectual disabilities, Shriver received many honors and awards, including: the Presidential Medal of Freedom, the Legion of Honor, the Priz de la Couronne Francaise, the Mary Lasker Award, the Philip Murray-William Green Award (presented to Eunice and Sargent Shriver by the AFL-CIO), the AAMD Humanitarian Award, the NRPAS National Volunteer Service Award, the Laetare Medal of the University of Notre Dame, the Order of the Smile of



Polish Children, the Franklin D. Roosevelt Four Freedoms Freedom from Want Award, The National Women's Hall of Fame, the Laureus Sports Award, the National Collegiate Athletics Association (NCAA) Theodore Roosevelt Award, and the International Olympic Committee Award.

Her honorary degrees included: Yale University, the College of the Holy Cross, Princeton University, Regis College, Manhattanville College, Newton College, Brescia College, Central Michigan University, Loyola College, University of Vermont, Albertus Magnus College, Cardinal Strich University, Georgetown University and Marymount University.

On 24 March 1984, U.S. President Reagan awarded Shriver the Presidential Medal of Freedom, the nation's highest civilian award, for her work on behalf of persons with intellectual disabilities, and in, 2005 she was honored for her work with Special Olympics as one of the first recipients of a sidewalk medallion on The Extra Mile Point of Light Pathway in Washington D.C.

Eunice Kennedy Shriver died on August 11, 2009. Her husband, Sargent Shriver, died January 18, 2011. They are survived by their five children: Robert Sargent Shriver III, Maria Owings Shriver, Timothy Perry Shriver, Mark Kennedy Shriver and Anthony Paul Kennedy Shriver.

Eunice Kennedy Shriver Day Website: www.specialolympics.org/eksdays

Choose To Include Pledge Page: www.specialolympics.org/include