**Spread the Word to End the Word**

**Action Kit**

**TEMPLATE LETTER TO MEDIA** (Customize and send this letter to local newspapers)

Dear Editor,

As [publication name] is a leader in driving local culture, we need your support, and the support of your readers, for the **Spread the Word to End the Word™** campaign to help make a stand against a derogatory word. The word “R-word,” otherwise known as “retard,” has found a place in common language. While the use of this word can be casual, is hurtful to millions of people with intellectual and developmental disabilities.

People with intellectual and developmental disabilities have had to overcome the challenges society has put forth through stereotypes for too long. It is time for a change and you and your readers can help.

Special Olympics [program] athletes/Best Buddies participants like [Insert athlete/participant name] accomplish great things, are members of our local communities and deserve the same respect and dignity that each of us expects from others in return.

Help drive much needed change that will bring acceptance and inclusion to our community – include the R-word into your “Not Fit to Print” publishing guidelines alongside other hurtful and profane words. With your publication reaching XXXXX of subscribers/members of the community, you have a large influence and can help us get members of the community to take the pledge at [www.r-word.org](http://www.r-word.org). If the role of a local leader like [PUBLICATION] is to inform and effect positive change in the community, what better way than helping us to **Spread the Word to End the Word**? In turn, the support will create communities of acceptance and inclusion for all people. Please support our mission and help us get your readers to pledge at [www.r-word.org](http://www.r-word.org).

Sincerely,

[NAME]