**Young Athletes in Motion Music Video – Launch**

*Special Olympics and* [*Hip Hop Public Health*](https://hhph.org/) *are excited to announce the* ***Young Athletes in Motion*** *music video is officially here! We are launching the music video on Friday 20 November, as part of UN World Children’s Day, to promote inclusion for children with and without intellectual disabilities around the world.*

*The* ***Young Athletes in Motion*** *music video encourages Young Athletes to engage in healthy play through standardized warm-up activities. Young Athletes and their families can follow along with the inclusive and interactive movements. Whether at home, in the classroom or in the community, Young Athletes can listen or watch as the music video provides easy-to-follow directions for all ages and abilities.*

*Please use the messages and templates below to encourage your Young Athletes families, partners, and social media audiences to share and join in the fun with the* ***Young Athletes in Motion*** *music video****.***

**Social Media**:

*Twitter*

*(For 20 November)*

Today is UN #WorldChildrensDay and in celebration of children around the world, @SpecialOlympics is launching our Young Athletes in Motion music video! Let’s celebrate together by dancing and getting active!

Watch the video > [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth

*[Upload gif/image from* [*Dropbox link*](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0)*]*

*(For 20 November)*

Today, we are celebrating @UN #WorldChildrensDay with our new Young Athletes in Motion music video with @HHPHorg! Join us, get active & show off your dance moves in celebration of the abilities of children all around the world: https://bit.ly/36ytsHl. #InclusiveHealth

Young Athletes Families – are you ready to show off your dance moves? Join our @SpecialOlympics Young Athletes in Motion music video and follow along to get active! Watch the video > [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth #WorldChildrensDay

*[Upload gif/image from* [*Dropbox link*](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0)*]*

*Instagram*

*(For 20 November)*

Today is UN #WorldChildrensDay and we’re celebrating children around the world with the launch of our new @specialolympics Young Athletes in Motion music video! Now more than ever it’s important to dance, be active, and play together! #InclusiveHealth

[Instagram bio link - [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo)]

*[Upload gif/image from* [*Dropbox link*](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0)*]*

It’s time to get up and dance! Check out our Young Athletes in Motion music video and follow along as @SpecialOlympics Young Athletes show off their moves! Video link in bio. #InclusiveHealth

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*[Upload gif/image from* [*Dropbox link*](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0)*]*

*Facebook*

*(For 20 November)*

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*[Upload gif/image from* [*Dropbox link*](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0)*]*

Are you ready to dance and have some fun? Check out our Young Athletes in Motion music video and follow along as Young Athletes show off their moves! Watch the video: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth

*[Upload gif/image from* [*Dropbox link]*](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0)

**Newsletter Blurbs**:

*Internal Announcement – SOI Latest Score*

Special Olympics and [Hip Hop Public Health](https://hhph.org/) are excited to announce the [**Young Athletes in Motion**](http://www.specialolympics.org/musicvideo)music video is officially here and available to share. The music video features Young Athletes and their families from around the world dancing and moving through a variety of standardized warm-up activities. Both fun and inclusive, the music video is an engaging tool that will encourage Young Athletes and their families to stay active. The video is launching today – 20 November – on UN World Children’s Day to support our continued work to improve the lives of children with and without ID through the power of sport and health.

We need your help to get reach as many Young Athletes and their families as possible. Use the [**Young Athletes in Motion social toolkit**](https://www.dropbox.com/sh/48pw11yfwd26ci8/AACdpOhqpgh7bWLeTyhQhxCja?dl=0) for social and newsletter messages to share with your Programs, partners and Young Athletes families to encourage them to get up and get active. For more information, visit: <https://www.specialolympics.org/musicvideo>.

*Internal Announcement – Regional Newsletters (to Programs)*

Special Olympics and [Hip Hop Public Health](https://hhph.org/) are excited to announce the [**Young Athletes in Motion**](http://www.specialolympics.org/musicvideo)music video is officially here and available to share. The music video features Young Athletes and their families from around the world dancing and moving through a variety of standardized warm-up activities. Both fun and inclusive, the music video is an engaging tool that will encourage Young Athletes and their families to stay active. The video is launching today – 20 November – on UN World Children’s Day to support our continued work to improve the lives of children with and without ID through the power of sport and health.

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**Email to Partners/Ambassadors:**

Hello [name],

Our new music video featuring Young Athletes from around the world is officially here. The ***Young Athletes in Motion*** music video will serve as a driving force to encourage Young Athletes to be active and live healthier lives. With the launch of the music video on UN World Children’s Day, we are excited to combine our voices to promote the importance of inclusive play for all children.

Will you help us share this amazing music video by sharing the social message below with your audiences?

Our friends @SpecialOlympics have officially released their Young Athletes in Motion music video for children of all abilities! Let’s join them in getting active through dance and play! Learn more > [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth

Thank you so much for your support!

[Name]