MEDIA ADVISORY

**ADD A HEADLINE FOR YOUR INVITATION HERE. THIS SHOULD SPECIFY THE EVENT OR GENERAL PURPOSE FOR THE INVITATION**

**LOCATION –** Special Olympics [insert Program here] will host a [insert name of event here] event as part of the global expansion of Unified Champion Schools project with support from His Highness Sheikh Mohammed Bin Zayed Al Nahyan, President of the United Arab Emirates. The Unified Champion Schoolsproject brings together youth with and without intellectual disabilities for sporting and non-sporting activities in schools around the world.

Special Olympics [insert Program here] invites members of the media to attend [insert name of event here]. [insert the objective of the event here. What will the media be able to see? What is the importance of the event?].

[insert who will be participating in the event here. How many youth? How many communities? How many schools? Will any partners or special guests be in attendance?].

[insert any additional information about the event here. Is there any important background information about the event or invitation that you did not share above?]

**WHAT:** [insert name of event here]

**WHEN:** [insert time and date of the event. Include any important agenda items that you would like media to be aware of in advance of the event.]

**WHERE:** [insert the location for the event and special instructions for accessing the event]

**CONTACT:** [insert the name, phone number, and email address for someone from your Special Olympics Program]

**Supplemental Information**

**Special Olympics:** Special Olympics is a global movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier, and more joyful place – one athlete, one volunteer, one family member at a time.

See more information about Special Olympics online at: [www.specialolympics.org](http://www.specialolympics.org)

**Special Olympics [insert Program name here]:** [insert any important information about your Special Olympics Program here].

See more information about Special Olympics [insert Program name here] online at: [Insert link to Program website here].

**Terminology:**

**Global Expansion of Unified Champion Schools:** The Special Olympics Unified Champion Schools Program is aimed at promoting social inclusion through intentionally planned and implemented activities affecting systems-wide change. With sports as the foundation, the three component model offers a unique combination of effective activities that equip young people with tools and training to create sports, classroom and school climates of acceptance. These are school climates where students with disabilities feel welcome and are routinely included in, and feel a part of, all activities opportunities and functions.

The Global Expansion of Unified Champion Schools exists thanks to support from His Highness Mohammed Bin Zayed Al Nahyan, President of the United Arab Emirates.

[inset any additional terms and definitions that may support your media invitation here]