



Unified 3x3 Basketball World Cup Media Guide

Media Partners,

Welcome to the great city of San Juan! As a member of the media visiting, you're stepping into a vibrant blend of history, culture and Caribbean energy that makes every story richer and every moment memorable. Basketball isn't just a sport here – it's a proud cultural tradition woven into the heartbeat of the island. San Juan is home to one of the most passionate basketball communities in the Caribbean. The city has long been a cornerstone of Puerto Rico's basketball heritage, from its historic courts to its local leagues, which have helped shape generations of athletes. Here, basketball is celebrated in packed arenas where stories of great games and great players are passed down like treasured memories. Athletes will compete at the famed Distrito T-Mobile complex, which has been the location for the FIBA 3x3 AmeriCup in both 2023 and 2024.

The energy and passion you will witness will be like no other! Fans here are known for their intensity and unmistakable island flair, turning every game into an atmosphere that feels part sporting event, part cultural festival. The pride runs deep which reflects the city's broader spirit – to always be united. What better place to host the world's most inclusive sporting event?

On behalf of the Unified Cup Local Organizing Committee (LOC) and Special Olympics Puerto Rico, it's our honor to welcome you to the first-ever **Special Olympics Unified 3x3 Basketball World Cup!** It is the memories and moments you share that will spread awareness, break down long-standing social barriers, and create a more inclusive world.

This week represents so much hard work from our delegations. Countless hours of practice, blood, sweat and tears on the court, and an unwavering commitment, all go into this tournament. Now, after all their hard work, it's their time to shine and we can't wait to champion them as they give it their all here at the Cup.

Welcome to San Juan, where the love of the game is as vibrant as the city itself.

Thank you for choosing to include and helping us write history! Your voices are imperative in this movement, and we could not do it without you. As one, we are showing the world we are #TogetherUntoppable.

Neisha Torres-De León
Unified 3x3 Cup LOC



MISSION:

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

FIVE DECADES OF EMPOWERMENT:

Founded in 1968 by our founder, Eunice Kennedy Shriver, Special Olympics is a global movement aimed at ending discrimination against people with intellectual disabilities (ID) and unleashing the human spirit every day through the transformative power and joy of sport.

Through programming in sports, health, education, and community building, Special Olympics is tackling the inactivity, stigma, isolation, and injustice that people with ID face. With over four million athletes (people with ID) and Unified partners (people without ID who play on the same teams as people with ID) in over 200 countries and jurisdictions, along with more than one million coaches and volunteers, Special Olympics offers 30+ Olympic-type sports and organizes over 50,000 games and competitions annually.

Through the power of sports, people with ID discover new strengths, abilities, skills, and successes – on the playing field and in life. They also move people everywhere to open their hearts to a wider world of human talents and potential.

ABOUT THE CUP:

The inaugural Special Olympics Unified 3x3 Basketball World Cup will take place from 4 December to 7 December, hosting 180 Special Olympics athletes and Unified partners. Key facts and figures about this historic Cup:

- 27 International Special Olympics Programs
 - o Angola, Australia, Bharat (India), Brazil, Canada, Chile, China, Chinese Taipei, Costa Rica, Dominican Republic, Egypt, El Salvador, Germany, Italy, Jamaica, Jordan, Lithuania, Montenegro, Morocco, Namibia, Nicaragua, Paraguay, Puerto Rico, Saudi Arabia, United Arab Emirates, Uruguay and USA
- 36 Teams (19 Men's Teams and 17 Women's Teams)
- Over 200 volunteers



Key Dates:

- 4-6 December – Media Credential Pick-up
- 4 December - Opening Ceremony
- 5 December - FIBA Foundation Mini Basketball Clinic
- 6 December – MATP Demonstration
- 5-6 December – Competition
- 7 December – Celebrity Unified Basketball Match
- 7 December – Final Awards Ceremonies
- 7 December – Finals and Closing Ceremony Celebration

Official Venues:

Here is a summary of where everything is located:

- **San Juan:**
 - [Distrito T-Mobile](#): Opening Ceremony, Main Competition Venue, FIBA Foundation Mini Basketball Clinic, MATP Demonstration, Final Awards Ceremony
 - [Departamento de Recreacion y Deportes de Puerto Rico](#): Secondary Competition Venue

How to Watch:

Tune in beginning December 4th to catch all the action live from the first-ever Special Olympics Unified 3x3 Basketball World Cup in Puerto Rico! Opening Ceremony will be shown live on the 4th with competition following the 5th through 7th.

Livestream: <https://www.youtube.com/@specialolympics>

Key Communications Contacts:

- Special Olympics Puerto Rico/Unified Cup Planning LOC:
 - Neisha Torres-De León, Press & Media Relations for LOC
 - neisha@ruginopublico.com
 - Mario García, Press & Communications for Special Olympics Puerto Rico
 - mariobambi@hotmail.com
- Special Olympics, Inc. Communications:
 - Niamh Nelson, Media Operations, SOI/LOC Liaison and Storytelling
 - nnelson@specialolympics.org
 - Iael Bieloraí, Media Registration and Storytelling
 - ibielorai@specialolympics.org
 - Marti Ostrander, Media Relations and Storytelling
 - mostrander@specialolympics.org



Reference Links:

[Special Olympics Unified 3x3 Basketball World Cup website: www.specialolympics.org/unified-3x3-basketball-world-cup](http://www.specialolympics.org/unified-3x3-basketball-world-cup)

[Special Olympics Website: www.specialolympics.org](http://www.specialolympics.org)

[Special Olympics Puerto Rico website: www.specialolympicspuertorico.org/](http://www.specialolympicspuertorico.org/)

Daily Media Information Package:

A daily compilation of coverage opportunities, special events, highlights of the prior day, previews of the current day and statistics of interest will be published each afternoon by the Unified 3x3 Cup Media Operations Team, in conjunction with the Special Olympics, Inc., via WhatsApp. The first Games time communique was distributed on 2 December 2025.

Stay up to date with everything Unified Cup related by joining the Media Whatsapp group. Scan the following QR code with your smartphone to join today or follow the link below. A daily message with links to all information about the Cup will be distributed every afternoon. Each edition of the communique will also be accessible online through the Cup website.

Open this link to join my WhatsApp Group:

<https://chat.whatsapp.com/LQGWyI9hTrH8so0ZH3gdha>



SCAN ME

If you would like to add a colleague to the distribution list, you can have them send a request to: neisha@rugidopublico.com or send the QR or link to join directly.

Schedules & Results System

The 3x3 Unified Cup Schedule & Results system will provide you with the most up-to-date information, schedules and results. A detailed competition schedule will be found on the [official event website](#) as well as all the results. Current competition schedule is as follows:

Friday, 5 December: 9:00 am-13:00 pm - Group Stage 1 Competition

Friday, 5 December: 15:00 pm – 20:20 pm – Group Stage 1 Competition

Saturday, 6 December: 9:00 am – 13:10 pm – Group Stage 2 Competition, Semi-Finals

Saturday, 6 December: 14:25 pm – 20:40 pm – Group Stage 2 Competition, Semi-Finals

Sunday, 7 December: 14:00 pm – 18:10 pm – Competition Day 3, Finals for Divisions 2-5

Sunday, 7 December: 19:50 pm – 20:40 pm – Competition Day 3, Finals for Division 1, Male & Female



Media Center:

There will be a media workspace at the Aloft Hotel at Distrito T-Mobile for all credentialed media to access during the Cup. The media center will be open roughly one hour before all official events commence and close one hour after all events end.

Please note while in the Media Center, all media should be using this WIFI password:

ALOFT Conference
Aloft2025

Location:

*Distrito T-Mobile/Aloft San Juan Hotel
250 Convention Boulevard
San Juan, Puerto Rico 00907*

Hours of Operation:

4 December – 5pm - 7pm
5 December - 8am – 10pm
6 December – 8am – 10pm
7 December - 1pm – 9pm

Accreditation Devices/Bibs:

Additional to your media credential, to ensure smooth operations and proper access control during the 3x3 competitions, we will be using bibs as a Supplementary Accreditation Device.

These bibs are required for access to the approved media documentation areas and designated media zones. There will be three types of media bibs:

- **Grey Bibs – Photographers**
- **Red Bibs – Videographers**
- **Black Bibs – LOC Live Streaming Crew**

All bibs must be picked up daily at the Media Center before entering the venue. Please make sure to return your bib at the end of each day at either competition venue OR to one of the media volunteers at the Media Center so it can be reissued for the following day.
Please see Media Center for details on operating hours.



How to Get Photos and Videos for Editorial Use: *All photos are available for editorial usage by the media*

- 1) Visit the Dropbox link: <https://tinyurl.com/3x3-Unified-Cup>
- 2) You will have access to folders organized by days and events
- 3) Use the Credit mentioned in the descriptions of the folders. Make sure to check the guidelines on credits. When using photos and videos provided by Special Olympics, please use the following language, "Courtesy of Special Olympics/Photo or Video Credit photographer/videographer."
 - For example: Courtesy of Special Olympics/Credit Niamh Nelson

Social Media Sites:



@SpecialOlympics
@OEamericalatina



@SpecialOlympics
@specialolympicspuertorico
@olimpiadasespeciales



fb.com/SpecialOlympics
@SpecialOlympicsPuertoRico
@OlimpiadasEspeciales



@SpecialOlympics
@SpecialOlympicsLatinAmerica



@SpecialOlympics



@SpecialOlympics
@specialolympicspr
@olimpiadasespecialesameric7639

Hashtags: [#ChooseToInclude](#)/[#SpecialOlympics](#)/[#PlayUnified](#)

Opening Ceremony

Date: 4 December

Location: Distrito T-Mobile

Time: 7:00 p.m. – 8:30 p.m. EST

All credentialed media will have free access to attend and cover Opening Ceremony. All media interested in covering the opening ceremony must pick up their credential in the Media Center located at the Aloft Hotel (250 Convention Boulevard San Juan, Puerto Rico 00907) between 5:00 and 7:00 p.m. Photojournalists will use their bibs for access to the court, and designated areas will be assigned for their coverage. **Please note for WIFI, there is an open free WIFI setting for all attendees. The network is: Jet Blue. No password is needed.**

Media will be seated at the Opening Ceremony. There is no working media tribune area.



FIBA Foundation Mini Basketball Clinic

Watch young athletes between the ages of 5-8 with and without intellectual disabilities experience various stations that will focus on fundamental basketball skills.

Location: [Distrito T-Mobile](#)

Date: Friday, 5 December

Time: 13:00 – 14:00

MATP Demonstration

The Motor Activity Training Program (MATP) is our movement-based sport program for athletes with profound intellectual disabilities who have high support needs. The program's goal is to meet the individual autonomy needs of each person. Every person, regardless of the severity of their disability, has the right to an appropriate physical education program. MATP can be made up of skill stations where athletes take part in sport related activities that develop their mobility, dexterity, striking, kicking and balance. Watch athletes participate in basketball-related activities through four recreation stations, adapted to the skill level of each participant.

Location: [Distrito T-Mobile](#)

Date: Saturday, 6 December

Time: 13:15 – 14:15

Awards Ceremonies – Divisions 2-5

Location: [Distrito T-Mobile](#)

Date: Sunday, 7 December

Time: 6:10 pm – 7:25 pm

SPECIAL OLYMPICS UNIFIED SPORTS EXPERIENCE – CELEBRITY MATCH

The Special Olympics Unified Sports Experience will bring together people with and without intellectual disabilities to play on the same team. The goal is to foster social inclusion, promote friendship, and showcase the abilities of people with disabilities in a fun, competitive, and collaborative environment. Prior to the final competition, celebrities, sponsors, and supporters will join with athletes from previous divisions to play on two opposing teams in the Celebrity Match.

Location: [Distrito T-Mobile](#)

Date: Sunday, 7 December

Time: 7:25pm – 7:50pm (prior to the Finals)



SPORT:

At Special Olympics, a more inclusive world begins with sports, and the impact extends far beyond the playing field. Athletes learn skills like discipline and teamwork, which are directly transferrable to schools, workplaces, healthcare, and communities.

THE DIVISIONING PROCESS:

Special Olympics competitions are structured so that athletes compete with other athletes of similar ability in equitable divisions. This practice marks one of the fundamental differences between Special Olympics competitions and those of most other sports organizations.

UNIFIED SPORTS:

What is Special Olympics Unified Sports®? About 1.4 million people worldwide take part in Unified Sports®, breaking down stereotypes about people with intellectual disabilities in a fun way. Unified Sports® connects athletes with intellectual disabilities (ID) and Unified partners without ID on the same team. The teams are made up of people of similar ages and abilities to make training and competition more exciting.

Why Single Sport Events:

Special Olympics pursues and hosts single-sport events like the Special Olympics Unified 3x3 Unified World Cup to:

- Serve as a critical catalyst for sport development
- Help to further dispel stereotypes and implied limitations of individuals with intellectual and developmental disabilities both on and off the court.
- Support and growth of the sport with the help of the international federation and national basketball federation.
- Increase the depth and understanding of 3x3 Basketball within the international 3x3 Basketball community while engaging new demographics to learn, try, and enjoy 3x3 Basketball through the help of Special Olympics Basketball players.

List of Abbreviations: Regions

CODE	DESCRIPTION
SOAF	Special Olympics Africa
SOEA	Special Olympics East Asia
SOMENA	Special Olympics Middle East North Africa
SOAP	Special Olympics Asia Pacific
SOEE	Special Olympics Europe Eurasia
SOLA	Special Olympics Latin America
SONA	Special Olympics North America



List of Media Operations Abbreviations:

CODE	DESCRIPTION
FoP	Field of Play
LOC	Local Organizing Committee
MMC	Main Media Center
NRH	Non-Rights Holder
SAD	Supplementary Accreditation Device
VMM	Venue Media Manager
SOPR	Special Olympics Puerto Rico
SOI	Special Olympics International

Competitors:

Women's Teams	Men's Teams
SOA – SO Angola	SOA – SO Namibia
SOAP – SO Australia, SO Bharat	SOAP – SO Australia, SO Bharat
SOEA – SO China, SO Chinese Taipei	SOEA – SO China, SO Chinese Taipei
SOEE – SO Lithuania	SOEE – SO Germany, SO Italy, SO Montenegro
SOLA – SO Costa Rica, SO Nicaragua, SO Paraguay, SO Puerto Rico, SO Uruguay	SOLA – SO Costa Rica, SO Puerto Rico, SO Chile, SO Brazil, SO Dominican Republic, SO El Salvador, SO Paraguay
SO MENA – SO Egypt, SO Morocco, SO Saudia Arabia	SO MENA – SO Jordan, SO UAE, SO Saudi Arabia
SONA – SO Canada, SO Jamaica, SO USA	SONA – SO Canada

Media Guidelines

- All photography and videography captured during the Special Olympics Unified 3x3 Basketball World Cup is for editorial and publicity purposes of the 2025 Unified Cup only.
- Special Olympics retains the right to use, or grant the rights of use to, any images or likenesses for any other purposes beyond the completion of the event.
SPECIAL OLYMPICS ENTITIES ONLY: Photographers and videographers capturing content for any Special Olympics entity (including Local Organizing Committee and/or Special Olympics Inc.) agree Special Olympics owns the right to use any and all images, materials and work product without restriction and without prior approval by the photographer or videographer.



- No photographer or videographer, nor any entity they are working on behalf of, may use or grant the rights of use to, any images or likenesses for any additional purposes including, but not limited to, commercial gain in any way, including third parties and sponsors.
- Special Olympics prohibits the sale of any likeness (image, likeness, name, voice or words) of a Special Olympics athlete, Unified partner, coach, delegation member, volunteer, family member, official, staff, or spectator in any manner at any time without the express prior written consent and terms of Special Olympics and/or the subject themselves.
- Media must wear their credential and bib at all times to access reserved Media Zones.
- Access to Media Zones is on a first-come, first-serve basis. Areas in Media Zones cannot be reserved by leaving equipment or other markers.
- Media may film in any public (spectator) areas so long as they do not disturb or obstruct spectators.
- Media cannot move around the Field of Play while athletes are competing.
- Media are restricted from back-of-house athlete and operational areas (such as locker rooms and housing areas).
- Mobile phones must be turned off or set to vibrate during competition.
- Flash photography, strobe lights, stepladders, or other aids may not be used during competition.
- Drones are prohibited at all times, at all venues.
- Monopods are encouraged, but tripods are allowed in Media Zones.
- All venue locations are smoke-free environments except for designated smoking areas.
- Please refrain from eating in Media Zones. Complimentary beverages will be available in the Media Center and throughout the sports venues. The Distrito Center offers numerous restaurants conveniently located for media to visit and purchase meals.

Videography and Photography Guidelines:

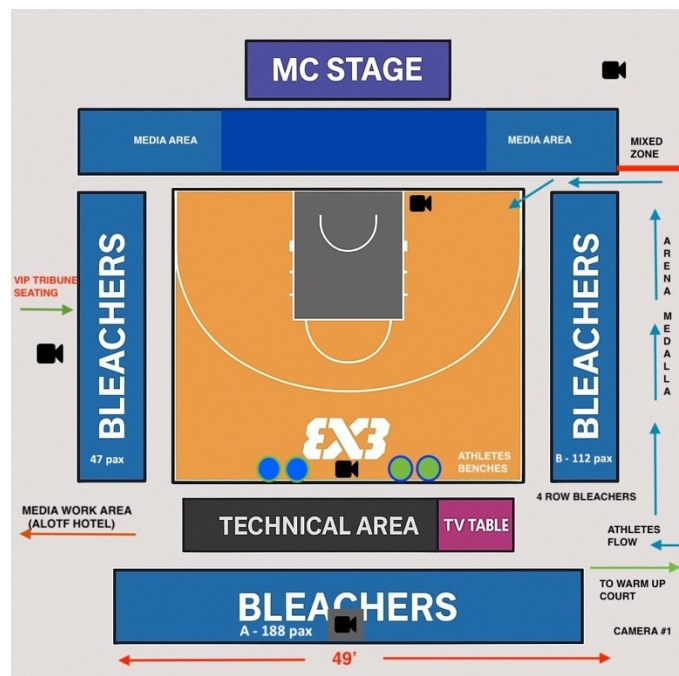
There is no official host broadcast partner for the Special Olympics Unified 3x3 Basketball World Cup and thus, no restrictions applied to the actual broadcast of competitions and related events. All credentialed photographers, broadcasters and videographers will be assigned to a specific media zone to capture content. There will be no restrictions to Opening Ceremony or to the amount of video which can be shot at Cup competition venues (Distrito T-Mobile & Departamento de Recreacion y Deportes de Puerto Rico and awards ceremonies). Images and videos of the Special Olympics Unified 3x3 Basketball World Cup in San Juan will be available royalty-free for news coverage [here](#). Images and videos appearing on this site are available for use royalty-free; however, we ask for your courtesy in identifying the source of any items used as from "Unified3x3Cup" and the name of the photographer or videographer. Please also be aware that these images are for news editorial use only and cannot be use for promotional purposes. Thank you in advance.



Video & photo positions:

Reserved positions for photography and videography have been reserved in both venues and are illustrated in the venue diagram on below in blue.

Distrito T-Mobile:



Access to these positions is on a first-come, first-serve basis. Please note that tripods are allowed, but monopods are preferred.

Interviews and Interview Requests

News media, corporate partners/sponsors and Special Olympics entities can record interviews for live social or post-produced content without restriction. If you are interested in interviewing an ambassador for the Cup or a Special Olympics executive, please contact media@specialolympics.org. All interviews with Special Olympics athletes, Unified partners, officials and coaches can be conducted in the interview zones at each venue and do not require pre-booking. Contact the Venue Media Manager, Neisha Torres-De León on site should you have any questions.



Interview requests for Sargent Shriver Global Messengers:

For over twenty years Special Olympics athlete leaders have served in a select role titled Sargent Shriver Global Messenger. These spokespeople for the movement lead the campaign for a more inclusive world for people with intellectual disabilities. Through their participation and leadership at global, regional, and local events—both internal and external to the Special Olympics Movement—they challenge the mindsets of political leaders, policy makers, educators, employers, and society.

We will have two SSGMs on hand at the Cup available for interviews. [Melissa De Leon Mazariegos](#) from Guatemala and [Pablo Composto](#) from Argentina are available for media interviews throughout the Cup. Please contact Marti Ostrander to arrange an interview.

Filming Permits and Use of Drones:

If you wish to film in the city of San Juan, it is your own responsibility to check the relevant regulations and to obtain a filming permit when necessary.

Please note that the use of drones are not permitted at Distrito T-Mobile. According to the venue's official Code of Conduct, the use of drones or any remote-operated devices—whether flown from inside or outside the premises—that capture or record images of the district is strictly prohibited.

Transportation to Venues:

Public transportation, Uber, Lyft and taxis are readily available in San Juan. Taxis are often cash only, having US Dollars for your taxi needs will be beneficial. If you are staying at the Aloft or Sheraton hotels, these two hotels have a bus that loops between the Distrito T-Mobile (Main Event Venue), Old San Juan, a beach with public access, and these two hotels. This bus is for guests staying at these hotels only.

Internet Access:

The critical data-transmission link for journalists with the Internet will be provided on a complimentary basis by the Unified Cup media operations team at the sports competition venues.

A password-protected system of Wi-Fi signals at most sites and Ethernet availability at larger sites will be provided for the use of news media, subject to the following restrictions:

- Photographers are requested to limit file sizes to 1 MB or less over Wi-Fi systems in order to allow all users to have Internet access. Larger file sizes may be sent where Ethernet connections are available. In some cases, Wi-Fi access will only be available in media workroom at the competition sites and not on the field of play.

U.S. Electrical Power:

Journalists coming to Puerto Rico to cover the Unified Cup should be aware of American power specifications and plugs. U.S. electrical power is uniformly 110-120 volts AC (50-60 Hz), using a parallel blades-and-ground connector, which can be either two-prong with one side wider than the other (providing the ground), or three-prong:



The Unified 3x3 Cup team will not be able to provide adapters for media use.

Special Olympics Disability Language Guidelines

Words matter. Words can open doors to cultivate the understanding and respect that enable people with disabilities to lead fuller, more independent lives. Words can also create barriers or stereotypes that are not only demeaning to people with disabilities, but also rob them of their individuality. The following language guidelines have been developed by experts for use by anyone writing or speaking about people with intellectual disabilities to ensure that all people are portrayed with individuality and dignity.

Appropriate terminology

- Use the words “Special Olympics” when referring to the worldwide Special Olympics movement.
- Refer to participants in Special Olympics as “Special Olympics athletes” rather than “Special Olympians” or “Special Olympic athletes”. In no case should the word athletes appear in quotation marks.
- Refer to individuals, persons, or people with intellectual disabilities, rather than “intellectually disabled people” or “the intellectually disabled”.
- A person has intellectual disabilities, rather than is “suffering from,” “is afflicted with” or is “a victim of” mental retardation/intellectual disabilities.
- Distinguish between adults and children with intellectual disabilities.
- A person has intellectual disabilities, rather than is “suffering from,” is “afflicted with” or is “a victim of” intellectual disabilities.
- A person “uses” a wheelchair, rather than is “confined” or “restricted to” a wheelchair.
- “Down syndrome” has replaced “Down’s Syndrome” and “mongoloid”.
- When writing, refer to persons with a disability in the same style as persons without a disability: full name on first reference and last name on subsequent references. Do not refer to an individual with intellectual disabilities as “Bill” rather than the journalistically correct “Bill Smith” or “Smith”.
- A person has a physical disability rather than crippled.



Terminology to avoid

- Do not use the word “the” in front of Special Olympics unless describing a specific Special Olympics event. Correct example: “We are proud to support Special Olympics.” Correct example: “We are proud to support Special Olympics Unified 3x3 Basketball World Cup.”
- Do not place an “of” between “Special Olympics” and the Program affiliation. Correct example: “We are proud to support Special Olympics Puerto Rico.” Incorrect example: “We are proud to support the Special Olympics of Puerto Rico.”
- Do not use the label “kids” when referring to Special Olympics athletes. Adult athletes are an integral part of the movement.
- Do not use the adjective “unfortunate” when talking about persons with an intellectual disability. Disabling conditions do not have to be life-defining in a negative way.
- Do not sensationalize the accomplishments of person with disabilities. While these accomplishments should be recognized and applauded, people in the disability rights movement have tried to make the public aware of the negative impact of referring to the achievements of people with physical or intellectual disabilities with excessive hyperbole.
- Use the word “special” with extreme care when talking about persons with intellectual disabilities. The term, if used excessively in references to Special Olympics athletes and activities, can become a cliché.

Media Code of Conduct

Media credentials are non-transferable and only for the use by the person named thereon. All media are required to always visibly wear their credentials and supplementary access devices (if applicable) while inside Unified 3x3 2025 venues. The credential is valid only in the venues and zones specified on the credential. All media are asked to respect the personal rights of all athletes and spectators in their coverage. All images, videos and/or audio recordings taken by media at the **Special Olympics Unified 3x3 Basketball World Cup** shall be used solely and strictly for editorial, personal and non-commercial purposes, unless the prior written consent is obtained from the LOC for the Unified Cup.

The publication of moving images and/or audio recordings are subject to approval by the event media rights-holders. News access rules and processes for non-rights holding broadcasters have been included in the media guide. All members of the media must follow the access rules designated by their credential.

The Puerto Rico LOC Media Operations Team is managing the access to the Media Center, media seating, camera and photo positions, and mixed zones at all venues. All media will be expected to abide by the operational rules as outlined by members of the Puerto Rico Media Operations Team, including each venue media manager and volunteers. Breaches of this Code of Conduct are dealt with by the Puerto Rico LOC Team and Special Olympics International as relevant, and will result in immediate sanctions to the media representative or organization, e.g., the temporary or permanent revocation of the media credential and/or supplementary device of the respective media representative or organization.