

A VERY SPECIAL CHRISTMAS

GIVE THE GIFT OF MUSIC THAT GIVES BACK!



Special Olympics New York City doubled the number of competitions for athletes between 2006 and 2008 due to AVSC, and increased their volunteer support by 158%.



In 2008, support from AVSC gave hundreds of Special Olympics athletes in Afghanistan a chance to participate in their first athletics competition.



AVSC helped establish and grow Special Olympics Rwanda, giving these athletes with intellectual disabilities a chance to compete and a chance to win.



AVSC funds supported 1 National Competition, 18 regional competitions, and 77 local competitions during the first half of 2009 in the Ukraine.

A Very Special Christmas: A Key to Special Olympics Growth – Past and Future

Since 1987, the A Very Special Christmas (AVSC) album series has literally changed lives through generating over \$100 million in direct support for Special Olympics programs, thanks to the generosity of more than 100 top internationally acclaimed recording artists. Born from the inspiration of model and writer Vicki Iovine and from the ingenuity of recording industry producers Jimmy Iovine, Bobby Shriver, Herb Alpert and Jerry Moss, the AVSC series has enabled Special Olympics to flourish in developing nations and hard-to-reach urban centers bringing the joy of sports to 1.5 million new Special Olympics athletes across the globe.

How the Music Helps

- Artists donate their time and talent.
- Producers and labels waive their fees.
- 100% of the proceeds of sales of AVSC albums comes directly back to Special Olympics.

Eunice Kennedy Shriver and Vicki Iovine felt strongly that these funds be used toward the growth of Special Olympics programs around the world, and created the Christmas Record Trust to disburse grants to countries in need. Today, grants have enabled Special Olympics to build new Programs in places like Timor Leste, Cambodia, Laos and Lesotho, and reach new athletes in urban centers such as New York City, Beijing and Johannesburg.

By purchasing AVSC albums, you can help by making possible another kind of music: the rousing cheers of proud parents and friends, where once there was only the stifling silence of ignorance and fear.

Thank you for being a fan!



Special Olympics

Be a fan.

Not for publication.