



## **‘A Very Special Christmas®’ 25<sup>th</sup> Anniversary – FACT SHEET**

**OVERVIEW:** Since 1987, the ‘A Very Special Christmas®’ album series has changed lives through generating over \$109 million in royalties in direct support of Special Olympics programs, thanks to the generosity of top internationally acclaimed recording artists. Legends such as Bono, Jon Bon Jovi, BB King and Eric Clapton; and hot new artists like Colbie Caillat, Miley Cyrus, Jason Mraz and Carrie Underwood have all contributed their time and talent to support Special Olympics. It is the **single most successful benefit recording series in musical history.**

**25<sup>th</sup> ANNIVERSARY:** The ‘A Very Special Christmas®’ holiday music series, benefitting **Special Olympics**, will celebrate its 25<sup>th</sup> anniversary this holiday season with the first ever release of two new albums, each on a different label. Titles of the albums are: *A VERY SPECIAL CHRISTMAS 25<sup>TH</sup> ANNIVERSARY* on the Big Machine label and *A VERY SPECIAL CHRISTMAS: BRINGING PEACE ON EARTH* on the Word Records label.

**HISTORY:** 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 ‘A Very Special Christmas’ series has enabled Special Olympics to flourish in hard-to-reach urban centers of the United States and places across the world most in-need.

**SUPPORT:** Music artists donate their time and talent. Producers and labels waive their fees. 100% of the proceeds of sales of ‘A Very Special Christmas®’ goes to Special Olympics, disbursed to programs in need through the Christmas Record Trust Grant Program.

**WHERE:** A Very Special Christmas® is sold year-round in retailers and digital music sites, distributed by Universal Music Enterprises. The album series is available in stores and online through most major retailers including iTunes, Amazon, Walmart, Best Buy, Target, Borders and many more.

**THE CHALLENGE:** There are nearly 200 million people in the world with intellectual disabilities. Many of them struggle for the opportunity to be integrated into society and in their communities, and even to receive proper medical care. The consequences of this are serious and real. They are faced with discrimination, stigma and abuse that deny them their most basic human rights to health, education, and sometimes life itself.

**THE SOLUTION:** Since 1968, Special Olympics has used sport to empower people with intellectual disabilities worldwide. Special Olympics’ growing presence in the developing world has brought to light the struggles faced by people with intellectual disabilities. Now, with 4 million athletes in over 170 countries, Special Olympics has become the premier sports and health organization for one of the world’s most forgotten populations. The artists who dedicate their time and talents to support ‘A Very Special Christmas®’ -- and the people who purchase the album -- are a big part of the solution. They are giving Special Olympics the power to forever change lives by replacing the stifling silence of ignorance with the sounds of beautiful music. Support joy and those who haven’t yet had the opportunity to experience joy. Help us celebrate 25 years of ‘A Very Special Christmas’ and many more years to come.

**IMPACT:** Grants from the Christmas Record Trust have enabled Special Olympics to implement programs worldwide, from the United States to Timor Leste, China to Uganda, Cambodia to Haiti and more.



# A VERY SPECIAL CHRISTMAS 25 years

Albums in the A Very Special Christmas® series include:

- A Very Special Christmas
- A Very Special Christmas 2
- A Very Special Christmas 3
- AVSC Live From Washington, D.C.
- A Very Special Christmas 5
- A Very Special Acoustic Christmas
- A Very Special Christmas 7
- A Very Special Christmas Playlist Plus [3-CD Set]
- A Very Special Christmas The 20th Anniversary Music Video Collection [DVD]
- A Very Special Christmas 1&2 Plus Special Limited Edition Ornament
- A Very Special Christmas 25th Anniversary
- A Very Special Christmas Bringing Peace on Earth

To learn more about A Very Special Christmas® visit [www.averyspecialchristmas.org](http://www.averyspecialchristmas.org)