**A Very Special Christmas®**

The holiday season is upon us, and once again we are excited promote the *A Very Special Christmas®* album series to raise much needed funds and awareness for Special Olympics athletes and programs! Thanks to the generosity of more than 100 top internationally acclaimed recording artists, the *A Very Special Christmas®* series has generated over $100 million in direct support for Special Olympics programs around the world since its founding in 1987, and continues to be a gift that gives back to the movement.

We are excited to announce that new for **2011 is *A Very Special Christmas® Volumes 1 & 2 plus a Special Limited Edition Ornament***, exclusive sold online or in-store at [Best Buy](http://www.bestbuy.com/site/Very+Special+Christmas+1+%26+2%3A+Christmas+Omament+-+CD/3579423.p?id=2272170&skuId=3579423&st=a%20very%20special%20christmas%20ornament&lp=1&cp=1)!

Below are materials and information Programs can use to promote the album series and raise awareness for Special Olympics during the holiday season. We also have **bulk purchase options** for Programs and friends of the movement who may want to purchase a larger quantity of items for holiday gifts, volunteer appreciation or more. For more information about the series and song-lists for each album, visit the SOI Resources website at <http://resources.specialolympics.org/very_special_christmas.aspx>.

For more information and questions, please contact Kim Widdess at [kwiddess@specialolympics.org](mailto:kwiddess@specialolympics.org) or by phone at +1 (202) 824-0367.

*Click on the links below for information and resources (General Information and Media Materials documents are Microsoft Word documents. Print Materials are Adobe PDFs unless otherwise noted).*

General Information

Below are links to general information about the AVSC album series for internal use by Special Olympics Programs.

* **A Very Special Christmas® Fact Sheet**
* **Christmas Record Trust Program Fact Sheet**
* **Key Messages and Talking Points**
* **A Very Special Christmas® Informational Flier**

Album Purchase Materials

Special Olympics is making available to our Programs, friends and supporters the opportunity to purchase the album at a reduced bulk rate for use as gifts or fundraisers to benefit Special Olympics. Programs are encouraged to extend this offer to their local sponsors and supporters as well, but note that the albums cannot be returned and can only be resold as fundraisers to benefit Special Olympics.

* **Sample Sales Letter**
* **Order Form**

Promotional Materials

The following promotional materials can be used by Programs, friends and supporters to promote the album on websites, in email and other print media.

* **Print Ads**
* **Email Tag**
* **Album Artwork**
* **Poster Designs**
* **Sample Email Message**
* **Template Newsletter Story**

Event Activation Ideas

* **Event Activation Tip Sheet**