

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

Message of the World Games

- **The 2011 Special Olympics World Summer Games** Invites the world to declare “I’m in!” and celebrate Special Olympics athletes as the **Best in Sport**. Our athletes shatter expectations and we celebrate their passion, determination, and bravery. We “Play Unified to Live Unified” and build communities of acceptance and inclusion. The World Games will inspire people of all backgrounds to come together in celebration of human achievement.
- We invite everyone to declare, “I’m in!” (“I’m in!”) and contribute to the best in sport.

Supporting Messages

Real Athletes: *Special Olympics athletes embody real Olympic ideals--bravery, courage and determination.*

- Achieving one’s personal best is just as important, if not more important, than being the best. In the spirit of Olympic history, Special Olympics emphasizes the importance of inclusive participation and personal achievement.
- Special Olympics is not just an event but a way of life. We strive to be our best every day by pursuing a lifestyle of health, fitness and nutrition. As a community, we believe that each person has an individual gift to share, and we strive to recognize and celebrate each of these gifts.
- Special Olympics continues to grow in athlete opportunities and sports offerings. In 2010, more than 300,000 new athletes joined Special Olympics and China added its millionth athlete. The 2011 World Summer Games will offer two new demonstration sports – Beach Volleyball and Open Water Swimming.
- As Pierre de Coubertin, founder of the modern Olympic Games, said, *“The most important thing in the Olympic Games is not winning but taking part; the essential thing in life is not conquering but fighting well.”*
- We ask all coaches, families and fans to celebrate and recognize personal bests throughout these Games and bring them to the attention of Special Olympics leadership.
- We will drastically increase the number of certified coaches supporting Special Olympics to 530,000 by 2015. We look to our partner federations to support this effort.
- We invite every athlete, coach and fan to join with us in making fitness and nutrition a way of life. Strive every day to be your personal best!

Real Communities: *We create authentic communities where every individual’s gift is shared and celebrated.*

- Special Olympics is a **catalyst for social change**. We build communities where people of all abilities are **accepted and valued**.
- World Games transforms individuals and communities. Barriers of race, ethnicity, education level, social status, religion and economic background will disappear as 7,000 athletes from nearly 180 countries unite in Athens.

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

- Special Olympics **empowers athletes** with intellectual disabilities **to become leaders in society**. By providing them with opportunities to learn skills that transcend the playing field, we pave the way for athletes to hold jobs, go to school, and contribute to their communities.
- Special Olympics is the world’s largest public health organization for people with intellectual disabilities, providing access to free health services for a population with many unmet health needs.
- Special Olympics partners with schools to teach acceptance and inclusion to young people through sport. Young people are now advocating for and changing attitudes about people with disabilities in their schools and communities.
- Special Olympics seeks to have Project UNIFY® in 5,000 U.S. schools, and 5,000 non-U.S. schools by 2015. Thanks to funding from the U.S. Department of Education and major donors Special Olympics will continue to grow youth engagement and school activities throughout the U.S. and in five pilot countries (Austria, India, Italy, Romania, and Serbia).
- We look to all countries to follow Greece’s lead in pursuit of inclusion in schools. Greece’s unified sports declaration will be a model for creating inclusive education opportunities around the world.
- We hope to expand Healthy Athletes® services to 75% of Accredited Programs annually and build sustainable community partnerships for follow-up care.
- We seek to establish and deepen relationships with health organizations and universities around the world to develop Healthy Athletes programs and provide follow-up care for athletes.

Real Fans: Our supporters are committed to changing attitudes that change the world.

- We are asking the world to support our athletes and engage with Special Olympics. **This year we want to reach 3.7 million fans or “likes” on Facebook – one fan for every athlete worldwide.** Like us today at fb.com/specialolympics.
- Unified Sports bring together athletes with and without intellectual disabilities. We “Play Unified to Live Unified.”
- Corporate partners are essential in helping Special Olympics fulfill its mission. Through the generosity of cash, in-kind donations, volunteers and awareness, we are able to share the power of sport with the world. Our corporate team works with companies of all sizes with a solid history and strong brand image, including The Coca Cola Company, Hilton Worldwide, Mattel, and Procter & Gamble.
- The following Corporate Sponsors have made tremendous contributions to the 2011 Special Olympics World Summer Games: Cisco; COSMOTE; Dow Chemical Company; Greek Organisation of Football Prognostics S.A. (OPAP); Greek National Broadcaster (ERT); Hellenic Telecommunications Organization S.A. (OTE); Microsoft Hellas S.A.; PCT-Cosco.
- Special Olympics has excellent working relationships with governments and governmental agencies around the world. In Europe, the European Union is supporting the development of Special Olympics Programs across the 27 E.U. Member States.

CONFIDENTIAL – FOR INTERNAL USE ONLY

Special Olympics World Summer Games Athens 2011

Messages, Facts, Talking Points and Q & A

- Special Olympics is tremendously grateful to the people of Greece who have so graciously welcomed us into their beautiful country. Our movement will be forever changed by the warmth and hospitality of the Greek people.
- *Play Unified to Live Unified:* Support and promote unified activities in your schools and community by joining a Unified Sports team or creating opportunities of acceptance with peers.

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

Athletes, Volunteers, & Fans

- **Nearly 7,000 athletes** from **nearly 180 countries** will compete at the 2011 Special Olympics World Summer Games in Athens, Greece, making these World Games the **largest multi-sport, international event in 2011**.
- **25,000 volunteers** will work in all areas of the World Games including translation, transportation, hosts of delegations and guests, competition management, awards, food service, and much more.
- **Honored Guests** from throughout the world are expected to attend the Games, including Heads of State and Governments, First Ladies, Royalty, Government Ministers, Leaders and Ambassadors, Special Olympics Board of Directors, Sports and Entertainment Celebrities and leaders in business, education, health and policy. (*For specific names, see All Star Fan list*).

Communications & Social Media

- Watch the Opening Ceremony live in Greece on ERT and online throughout the world at www.espn3.com.
- Share your experience of the World Games & get instant updates:
 - Facebook:*
facebook.com/SpecialOlympicsWorldGames
facebook.com/SpecialOlympics
 - Twitter:*
twitter.com/Athens_2011
twitter.com/SpecialOlympics
 - YouTube:*
youtube.com/Athens2011
youtube.com/SpecialOlympicsHQ
 - World Games Newsletter:*
Sign up at www.specialolympics.org.
- Thanks to a generous donation from Velti, you can follow the Games in the US or Greece on your mobile device. The U.S. Short Code will be 51500 and the Long Code, which will work in Greece, is 447786201765. The keyword for both is ATHENS, so in order to sign up, you'd send a text message to 51500 consisting of the word ATHENS. In Greece, you'd text the word ATHENS to 447786201765.

It's important to know that by texting ATHENS to either number, you are signing up to receive a text on 24 June to alert you to check the mobile-friendly site at m.specialolympics.org/athens. Text STOP to cancel. Text HELP for information. Data and message rates may apply.
- Keep track of competition results by country, event, and athlete at www.specialolympics.org.
- Special Olympics ties us all together; purchase your red Laces at the merchandise tents to show how you are united with the movement.

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

- Donate today to help give more athletes a chance to achieve their personal best. Visit www.specialolympics.org.

Delegations

- *The largest delegations include:*
 - Greece-505 athletes & coaches
 - USA - 442 total athletes & coaches
 - Russia - 331 total athletes & coaches
 - Bharat (India) - 257 total athletes & coaches
 - Germany - 240 total athletes & coaches
- Despite natural disasters and political turmoil, many countries are still sending delegations to participate in these World Games. Nations include: Japan, Haiti, Iraq, Afghanistan, Iran, Libya, Syria, and Egypt.
- Comoro Islands, Djibouti and Maldives are some of Special Olympics' **newest accredited Programs** that plan to participate in the World Summer Games.

Demonstration Sports & Unified Activities

- Special Olympics continues to grow in sports offerings and athlete opportunities. These World Games will offer two new demonstration sports – Beach Volleyball and Open Water Swimming.
- **Achieving Personal Best (APB) clinics** will encourage athletes to strive for and be recognized for achieving personal bests. We will celebrate every improvement in performance, fitness and conditioning, and we recognize athletes who pursue new skills or a new sport.
- Special Olympics athlete-officials will judge over 20 sports in Athens.

Economy

- Greece hosting the World Games is an investment in the future of the country and a future of acceptance and inclusion. These Games are sure to bring joy and happiness to the people of Greece, as well as an influx of funds, as tens of thousands of people travel to the country for the event.
- The World Games will bring an influx of tourism to Greece and generate tremendous revenue. We expect to fill more than 150,000 hotel rooms for more than two weeks and to create substantial new business for Athens restaurants as hundreds of thousands of meals are consumed throughout the Games. We also expect that guests will conduct thousands of excursions to the Greek Isles and other destinations throughout the country.
- We are changing lives and helping to increase understanding and acceptance of people with intellectual disabilities-- often the most forgotten population on earth . Our athletes are given a chance to succeed through sport and, in turn, their sports skills transcend the playing field as they become capable scholars, workers and thriving members of community.

Entertainment & Activities for Guests and Delegations

CONFIDENTIAL – FOR INTERNAL USE ONLY

Special Olympics World Summer Games Athens 2011 Messages, Facts, Talking Points and Q & A

- The Special Olympics Festival will be open to the public and will offer a variety of live music and entertainment, activities, food and beverage; and the opportunity to buy Official 2011 World Summer Games merchandise. Each day, the festival will be themed on each region of the world in which Special Olympics operates.

Global Law Enforcement Torch Run® and Final Leg

- The ***Flame of Hope*** represents the transformative power of Special Olympics – for individuals, families, and entire communities. Athletes' lives and futures improve, and **everyone who touches Special Olympics – families, volunteers, neighbors, and entire communities – is transformed by the hope, spirit and positive energy it generates.**
- The *Flame of Hope* was lit by the rays of the sun at the historic site of Pnyx in Greece June 9th, commencing the 2011 Final Leg®. The Torch Run Team will carry the Flame of Hope throughout Greece it makes its way to the 2011 Special Olympics World Summer Games Opening Ceremony.
- The Final Leg team is comprised of 10 Special Olympics athletes, more than 100 Torch Runners (Law Enforcement Officers from around the world) and a 30-person support team.
- **The Law Enforcement Torch Run for Special Olympics** is the movement's largest grass-roots fundraiser and public awareness vehicle, raising more than US\$38 million for Special Olympics Programs around the world in 2010 and a total of nearly \$300 million since its inception in 1981. Every two years, law enforcement officers from around the world gather to carry the Flame of Hope in a Law Enforcement Torch Run Final Leg in honor of the Special Olympics World Summer or World Winter Games.
- Over the past 30 years, the Law Enforcement Torch Run has become one of the most unique annual fund raising efforts by the law enforcement community. From Torch Run T-shirt sales and "Adopt-A-Cop" runner sponsorships to the Polar Plunge® and Plane Pull®, the Torch Run raises funds so that Special Olympics athletes can continue to benefit from training and competition in Special Olympics sports.

Healthy Athletes

- Every athlete competing in Athens will have an opportunity to receive free health screenings in six health areas through the Healthy Athletes program. More than 5,000 athletes-- about 70 percent of all athletes competing in Athens--are expected to visit the Healthy Athletes venue.
- Since 1997, Healthy Athletes has provided over a million health screenings to Special Olympics athletes worldwide, trained nearly 120,000 health care professionals and students on the specific health concerns faced by people with intellectual disabilities, and given more than 100,000 pairs of eyeglasses to athletes who need them, free of charge.
- The need for Healthy Athletes is great. Screenings show that:
 - 26% of Special Olympics athletes fail hearing tests;
 - 35% need intervention for vision problems;
 - 39% have obvious tooth decay and 14% require urgent dental care;
 - 50% of youth and 75% of adult athletes in the U.S. are overweight or obese;

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

- 20% have evidence of osteoporosis or weakened bones.
- Healthy Athletes is often a life-altering experience for athletes. Kristina O’Neal is a Special Olympics swimmer with reduced vision, but she never had prescription swimming goggles until they were provided by Healthy Athletes. Not only did the goggles greatly improve her performance in the pool, they gave her more self-confidence and improved her relationships with her teammates and friends.
- Health screenings will be conducted in a welcoming and fun environment daily from 26 June through 4 July starting at 9 am at the Helexpo Palace in Athens.

Host Town

- The **Host Town Program** is a unique and exciting opportunity for international delegations to be welcomed into hearts and homes of the people of Greece. For five days and four nights prior to the World Games, international delegations are paired with sponsoring Greek communities, including the islands, and participate in an exchange of culture. The sharing and community building that occurs during Host Town is an amazing experience and true example of the unifying power of the Special Olympics Movement.
- Host Towns provide transportation, housing, meals and training facilities for each of the sports, along with entertainment and activities that showcase Greece, its culture and the local community.

Open Water Swimming

Special Olympics International will offer a 1500-meter Open Water Swimming demonstration event at the 2011 Special Olympics World Summer Games. The first-ever event will occur in the Aegean Sea off the coast of Greece and feature approximately 43 Special Olympics athletes from the 18 countries that expressed interest in participating. Athletes from these countries will need to qualify by completing a 1500-meter open water swimming event in less than one hour in order to compete at the 2011 Special Olympics World Summer Games.

Opening Ceremony

- The 2011 World Summer Games Opening Ceremony will be June 25 at 8:00 PM in Athens at the Kallimarmaro (Cal-ee-mar-mar-o) Panathinaiko (Pan-ah-thin-A-ko) Stadium (Marble Stadium), which was reconstructed for the first Modern Day Olympics in 1896.
- Internationally recognized producer and director Andrew Walsh will direct the Opening Ceremony, a 2.5 hour show that brings Greek history and ideals together with our Special Olympics Movement. The production will feature performers with intellectual disabilities, as well as world-renowned performers such as Stevie Wonder, Vanessa Williams and Vittorio Grigolo. The ceremony will feature the parade of athletes, key protocol elements such as the flag raising, reciting the oath, and the lighting of the *Flame of Hope*.
- Watch the Opening Ceremony live in Greece on ERT and online throughout the world at www.espn3.com.

Promotion of Sports Integration in Schools Act

CONFIDENTIAL – FOR INTERNAL USE ONLY

Special Olympics World Summer Games Athens 2011 Messages, Facts, Talking Points and Q & A

- Building upon the United Nations (UN) Convention on the Rights of Persons with Disabilities and the success of Special Olympics Unified Sports®, the Schools Act implements a new system in schools to ensure students with intellectual disabilities participate in physical education and sports programs throughout Greece.
- The Declaration protects the rights of people with disabilities in schools, including their autonomy, integration, and participation in social activities, and also creates opportunities for them to move from segregated classrooms and activities to integrated physical education.
- From an annual day of integration in all schools to a continuous school-year plan, the Declaration will lead to better communication and social interaction between students with ID and without ID, inform citizens of Greece of the challenges students with intellectual disabilities (ID) face in school, train teachers to educate and include students with intellectual disabilities in integrated education and sports programs, and expand teacher training curricula about the field of intellectual disabilities and inclusive education in universities.
- The Declaration is one step toward changing cultural attitudes about people with intellectual disabilities and creating a more inclusive society for all.
- The Declaration will be a model for other countries to adopt similarly inclusive legislation.

Sponsors, Supporters and Funding

- Special Olympics **Global Sponsors** include The Coca-Cola Company, Hilton Worldwide, Lions Clubs International, Mattel and Mattel Children's Foundation, and Procter & Gamble.
- The **Coca-Cola Company's** multifaceted Games engagement strategy includes activation with their top 5 retail customers, commemorative packaging, retail displays, print and radio ads, an online awareness campaign through Facebook and a television commercial airing throughout Greece (May 6th-30th & June 6th-29th) featuring Coke employees and a Special Olympics athlete sharing the message of Special Olympics.
- In-store Coca-Cola displays feature the World Games and Special Olympics athletes. Coca-Cola will donate \$.02 Euros for every unit of Coca-Cola commemorative packages sold.
- The Coca-Cola Happiness House, located in athlete villages, and the OAKA festival area will feature interactive games and artwork development programs for athletes and their families.
- System employees will deliver approximately 2,250,000 servings of Coca-Cola products during the Games to athletes, families and volunteers.
- **Hilton Worldwide** is proud to be the Official Hotel Sponsor of the 2011 Special Olympics World Summer Games. One of the newest Global Sponsors of Special Olympics, Hilton will announce their multi-year agreement to the movement at a press event at the Athens Hilton during the World Games.
- The Athens Hilton will host an inspirational photo exhibit by renowned photographer Richard Corman to showcase images of Special Olympics athletes. After the World Summer Games, the exhibit will travel the globe, making stops at select properties within the Hilton Worldwide portfolio of hotel brands.

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

- **Lions Clubs International Foundation (LCIF)** is a global partner of Special Olympics, and will serve as one of the premier sponsors of Healthy Athletes at the 2011 Special Olympics World Summer Games, particularly in support of the Opening Eyes vision screening program. The Lions Clubs of Greece have been active supporters of the World Summer Games, registering over 100 volunteers in support of the Healthy Athletes program and activating Lions Clubs in support of the Special Olympics Host Town Program. Former International Director Ernest Musil of Austria will be in attendance on behalf of Lions Clubs International Foundation Chairperson Eberhard Wirfs. Michelle Morales, Coordinator for Humanitarian Programs for LCIF, will also attend.
- At these World Games, **Mattel** will launch its partnership theme with Special Olympics, “Be a fan of Play.” Mattel’s philanthropic values reinforce play: play together, play fair, play with passion, play to grow. Like Mattel, Special Olympics provides a platform for our athletes to demonstrate their spirit and passion, their ability to play together, with fairness and striving for personal growth. Mattel will demonstrate their philanthropic values through a variety of activities, including:
 - 45 Team Mattel Volunteers from around the world will conduct Unity Sports Experiences in Roller Skating, Beach Volleyball, Table Tennis and Cycling.
 - Support the 2011 Global Youth Activation Summit, involving 66 young people from 30 countries.
 - Host the Young Athletes Experience for 30 participants and their families and hundreds of invited guests.
 - Conduct a Reception for 200 Special Olympics Program representatives from around the world who have received grant funding from Mattel.
 - Host a Mattel “Fan of Play” tent at Festival Village.
 - Provide a limited special edition Hot Wheels Car designed just for the 2011 World Games to all participating athletes.
- As the Proud Sponsor of Moms and official sponsor of Special Olympics Team USA, **Procter & Gamble (P&G)** is honoring Special Olympics moms and supporting their sons and daughters as they journey to the 2011 Special Olympics World Summer Games in Athens. For every message of encouragement for Team USA Athletes that is posted on Facebook, P&G will donate one dollar up to \$250,000 to Special Olympics Team USA. They have also committed to an additional \$250,000 to support our global efforts.
- P&G is raising awareness through several strategies: a television ad campaign called “What I see” featuring Special Olympics Team USA athlete Molly Hincka and her mom, Kerry (<http://www.youtube.com/user/PGThankYouMom>); a Facebook campaign (<facebook.com/thankyoumom>) featuring a video creator allowing all moms to make a video like the ad featuring Molly and Kerry. P&G will also create videos highlighting Special Olympics athletes, which will be available on Facebook.
- P&G is also providing VIK products from many of their brands to all athletes attending the 2011 Special Olympics World Summer Games. They will also be honoring moms at a Special Olympics Team USA reception on June 28th with a special gift.
- **Bank of America** In addition to supporting Special Olympics Team USA athletes on their journey to Athens, the Bank of America Charitable Foundation will also support the Healthy Athletes program at the World Games.

CONFIDENTIAL – FOR INTERNAL USE ONLY

Special Olympics World Summer Games Athens 2011

Messages, Facts, Talking Points and Q & A

- The following Corporate Sponsors have made tremendous contributions to the 2011 Special Olympics World Summer Games: Greek Organisation of Football Prognostics S.A. (OPAP); Hellenic Telecommunications Organization S.A. (OTE); COSMOTE; Greek National Broadcaster (ERT); Cisco; PCT-Cosco; Microsoft Hellas S.A., and Dow Chemical Company.
- Special Olympics Healthy Athletes is extremely grateful for the ongoing support of **Essilor**, Special Olympics' global sponsor for eyeglass lenses, and **Safilo**, Special Olympics' global sponsor for designer frames. Through the support of these industry leaders, the Opening Eyes program has been able to provide over 85,000 prescription eyeglasses to athletes in need.
- The **Hear the World Foundation** has generously donated 600 hearing aids to the Healthy Hearing program and will work with Healthy Hearing volunteer professionals to identify athletes in need of hearing aids. After the Games, athletes will have the opportunity to visit health care providers in **Phonak's** global network to receive free follow up care, including fittings and adjustments.
- **Additional Special Olympics Team USA sponsors** include the American Federation of Teachers and MTM Recognition. Champion is the official performance apparel supplier of Special Olympics Team USA. Loudmouth is a product supplier of Special Olympics Team USA's golf team.
- Special Olympics receives its funding from individual donations, sponsorship and grants.

Sports Activities

- There are **22 Olympic-type competition sports** at the World Games: Aquatics, Athletics (Track & Field), Badminton, Basketball, Beach Volleyball, Bocce, Bowling, Cycling, Equestrian, Golf, Gymnastics, Handball, Judo, Kayaking, Open Water Swimming, Powerlifting, Roller Skating, Sailing, Softball, Table Tennis, Tennis, and Volleyball. Motor Activity Training Program (MATP), an adaptive sports training program designed for athletes with more profound disabilities focusing on sports skills and techniques, will also be offered.
- Most of the **sports venues** are the same used in the 2004 Olympics and are located throughout Athens. Venue locations include:
 - OAKA Olympic Indoor Hall
 - OAKA Olympic Aquatic Center
 - OAKA Olympic Stadium
 - OAKA Olympic Velodrome
 - OAKA Olympic Tennis Center
 - Hellinikon Fencing Hall
 - Hellinikon Olympic Softball Venue
 - Hellinikon Olympic Indoor Hall
 - Hellinikon Olympic Hockey Venue
 - Markopoulo Olympic Equestrian Centre
 - Panathenaikon Stadium

Unity Sports Events

- At these Games, we are proud to offer the inaugural *Unity Sports Events*—a series of 24 non-official sports activities that offer an opportunity for internationally renowned sports and entertainment personalities,

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

Special Olympics supporters, local luminaries, and fans to pair up and compete alongside Special Olympics athletes.

- **Unity Sports Events** are designed to help **foster a relationship of respect, acceptance and camaraderie** among all participants. The goals of **Unity Sports Events** are:
 - **Promote the dignity and ability of people** with intellectual disabilities through “unified” sports and showcase the positive impact of people with and without disabilities playing together;
 - **Create unique and interactive opportunities** for Special Olympics athletes and key constituents;
 - Conduct all sports events in a dignified, professional and entertaining manner and **build teachable moments** for participants and spectators alike;
 - **Foster new friendships and create real-life stories** that will last a lifetime for each Unity Sports participant.
- The first Unity Sports Event will be a 12-team doubles tennis tournament, featuring former tennis superstars Monica Seles and Mario Ančić, along with All Star Fans Muhtar Kent and Larry Lucchino, and International Global Messengers and Special Olympics athletes Ariel Ary and Minmin Huang.

Young Athletes

Over 50,000 children with intellectual disabilities aged 2 to 7 years are engaged in the Special Olympics Young Athletes program at home, in school and community settings across the world. The program includes a series of physical activities and games originally developed by Special Olympics New Jersey in consultation with the University of Medicine and Dentistry to support foundational sports-skills development for children too young to participate in the Special Olympics sports program. The Young Athletes program was piloted in 2005 in 11 countries and the evaluation concluded that it had a positive impact on motor, social and cognitive development for participating children.

Youth and Schools

- The **2011 Special Olympics Global Youth Activation Summit (GYAS)** gathers together 66 young people, with and without intellectual disabilities, from 30 countries committed to advocating for the inclusion of people with intellectual disabilities in their schools and communities through Special Olympics.
- GYAS participants, ages 12-17, represent Special Olympics’ seven regions and a variety of education levels including: middle/intermediate school, high/secondary school, and college/university. The students are paired together – one Special Olympics athlete and a peer partner without an intellectual disability from the same community, state or country.
- GYAS participants will attend leadership training programs and interactive sports experiences. They will also act as journalists reporting on the World Games. Their stories, blogs and photos will be shared daily on social networks such as Facebook, Twitter, YouTube, QQ and other locally popular sites. Follow them at: <http://www.facebook.com/#!/ProjectUNIFY> or join the Facebook group: http://www.facebook.com/home.php?sk=group_222683824422844 (email GYSA2011@groups.facebook.com).
- Special Olympics is entering its fourth year of Project UNIFY®, a youth-driven initiative that empowers young people to become agents of change by bringing messages of acceptance and inclusion into their local schools

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

and peer group communities through educational tools and engagement initiatives like Unified Sports and the R-word campaign.

- Thanks to funding from the U.S. Department of Education and major donors Special Olympics will continue to grow youth engagement and school activities throughout the U.S. and in five pilot countries (Austria, India, Italy, Romania, and Serbia). Our goal is to be in 10,000 new schools by 2015.
- Thousands of young people throughout Greece, participants of the Global Youth Activation Summit and fans of Special Olympics will participate in an edutainment experience at the **Global Youth Unity Rally** which will take place Friday, 1 July from 8:30-11:00 PM at Festival Village.
- The interactive Global Youth Unity Rally show will address issues of acceptance and inclusion. The rally will be a fast-paced, multi-media event with a strong call to action that students will carry back to their home communities and schools. In addition to the in-person event, the rally will be streamed on Special Olympics websites for students to participate via school assemblies or classrooms.

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

Questions and Answers

Q: Why are the Games held in Athens?

A: Athens was selected as the site of the 2011 World Games because of the country's history, dedication to the value of sport, its people, the commitment of the Greek leadership, the spectacular Olympic venues and the impact the Games here would have on the Special Olympics Movement in the region and around the world.

Q: What other sites were considered to host the World Games?

A: Rabat, Morocco and Cleveland, Ohio, USA submitted bids to host the 2011 World Summer Games.

Q: Will the Opening Ceremony and the World Games sports be televised? Where?

A: Watch Opening Ceremony in Greece on ERT. With over 500 foreign media attending the Games, there will likely be several avenues for viewers outside the U.S. to watch the Games. With over 500 foreign media attending the Games, we expect there will be several avenues for viewers outside the U.S. to watch the Games. Fans can also follow the Games at www.specialolympics.org.

Q: Where have past Special Olympics World Games been held?

A: The 12th Special Olympics World Summer Games were held in Shanghai, China in October 2007. The 11th Special Olympics World Summer Games were held in Dublin, Ireland in 2003. The 9th Special Olympics World Winter Games were held in Boise, Idaho USA in February 2009.

Q: Where will the next World Games be held?

A: Special Olympics World Games occur every two years, alternating between Winter and Summer Games. The 10th Special Olympics World Winter Games will be held in PyeongChang, Korea in 2013. The 2015 World Summer Games location will be announced in September, 2011.

Q: How many volunteers will contribute to the 2011 Special Olympics World Summer Games?

A: 25,000 volunteers will contribute to all areas of the World Games, including in food services, translation, transportation, hosts of delegations and guests, competition management, awards and much more.

Q: What is the budget of the Games?

A: All inquiries about the Games budget and financing should be directed to Kirsten Seckler, Vice President, Branding and Communications, Special Olympics International.

Q: Why does Special Olympics deserve our attention in a time of economic hardship? Aren't there more pressing concerns that need our attention and financial support?

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

A: Greece hosting the World Games is an investment in the future of the country and a future of acceptance and inclusion. These Games are sure to bring joy and happiness to the people of Greece, as well as an influx of funds as tens of thousands of people travel to the country for the event.

The World Games will bring an influx of tourism to Greece and generate tremendous revenue. We expect to fill more than 150,000 hotel rooms for more than two weeks and to create substantial new business for Athens restaurants as hundreds of thousands of meals are consumed throughout the Games. We also expect that guests will conduct thousands of excursions to the Greek Isles and other destinations throughout the country.

We are changing lives and helping to increase understanding and acceptance of people with intellectual disabilities-- often the most forgotten population on earth. Our athletes are given a chance in life through sport and in turn, their sports skills transcend the playing field and they being capable scholars, workers and thriving members of community.

Q: What is the relationship between Special Olympics and the International Olympic Committee (IOC) and how do you see the future relationship between Special Olympics and the IOC?

A: Special Olympics, Inc. is recognized by the IOC under a protocol agreement dated 15 February 1988. The IOC and Special Olympics have mutual respect and understanding for each other's organization.

Q: Why are the sports of Special Olympics adapted?

A: All Special Olympics sports follow International Sports Federation rules. Minor adaptations are needed for health and safety issues.

Special Olympics differs from International Sports Federation rules due to the process of divisioning. Special Olympics divisioning means that athletes are divided into competition divisions based upon their ability, age, and sex. Competition divisions are structured so that athletes compete against other athletes of similar ability in equitable divisions. A fair and equitable division is one in which all participants, based on performance records, have a reasonable chance to excel. This definition also applies to team competition.

Q: What is the public perception of Special Olympics in non-US countries, including regions such as Europe, Asia, South America, and so on?

A: Special Olympics is viewed as an outstanding and highly reputable international sports organization that enhances the lives of its participants around the world. Unfortunately, public opinions of people with intellectual disabilities often remain negative. As a result of public exposure and interaction with Special Olympics athletes, people often reconsider their perceptions and attitudes toward people with intellectual disabilities. For example, Florence Nabayinda is an athlete from Namibia who was once considered to be "trash" because of her disability. She was isolated and abandoned, even from her own family. Her involvement with Special Olympics transformed the perceptions of people around her in Uganda. Florence serves on the Special Olympics International Board of Directors.

Q: What is Special Olympics' expectation of Greece as a host of the 2011 Special Olympics World Summer Games?

CONFIDENTIAL – FOR INTERNAL USE ONLY
Special Olympics World Summer Games Athens 2011
Messages, Facts, Talking Points and Q & A

A: Special Olympics expects that the World Games will provide a glimpse into a world that everyone is longing for - a world of hope and unity and the change world is ready to accept. We also expect that the athletes from around the world who will compete in the 2011 World Summer Games will be welcomed by the people of Athens and throughout Greece and respected for their abilities and celebrated for their accomplishments.

Q: What is the difference between Special Olympics and Paralympics?

A: Special Olympics and Paralympics are two separate organizations recognized by the International Olympic Committee (IOC). They are similar in that they both focus on sport for athletes with a disability and are run by international non-profit organizations. Special Olympics and the Paralympics differ in three main areas: 1) the disability categories of the athletes that they work with, 2) the criteria and philosophy under which athletes participate, and 3) the structure of their respective organizations.

Q. What is the “R-word” campaign all about?

A: The R-word campaign’s goal is to eliminate the derogatory use of the word “retard” from everyday speech and promote the acceptance and inclusion of people with intellectual disabilities.

We ask that you help us ‘Change the conversation’: to help eliminate the demeaning use of the R-word from today’s popular youth vernacular and replace it with the other r-word, respect. We are asking for your help in creating a more accepting world for people with intellectual disabilities and all those people that may appear different but are truly more alike and have unique gifts and talents to share with the world.

According to the World Health Organization, approximately 200 million people have intellectual disabilities. Most of those people are contributing members of society who warrant the same respect that we afford our friends and neighbors.

Q: What are the red shoelaces?

A: The red shoelaces are part of the Wear the Laces campaign, which began with the 2010 Special Olympics European Games. Special Olympics unites the world and the red laces are a symbol that we are all connected or tied together through the Movement. You can purchase a pair of laces at the World Games at any of the merchandise centers at the venues.