



# PR Coordinator Manual

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**Special Olympics**  
British Columbia





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# About Special Olympics BC

## Vision

Our vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all across British Columbia.

## Mission

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through sport.

## Values

**Inclusion:** We foster inclusive communities.

**Diversity:** We honour what is unique in each individual.

**Empowerment:** We create opportunities to pursue full potential.

**Respect:** We operate in an environment of cooperation, collaboration and dignity.

**Excellence:** We elevate standards and performance.

## History and structure

In 1980, Special Olympics BC started out with two weekends of games and about 500 participants. Today we provide year-round, high-quality sports programs and competitions for more than 5,200 athletes in 55 communities around the province, thanks to the dedication of more than 4,300 volunteers. *(Figures current to July 2019.)*

SOBC programs give athletes the chance to gain skills – in sports and in life – and improve their health while enjoying training that could take them to competitions at local, regional, national



and international levels. But the benefits go well beyond the basics. Through Special Olympics, athletes experience joy and acceptance, cultivate friendships and self-confidence, and feel empowered to overcome obstacles and achieve their goals.

**Athletes Oath:** *Let me win. But if I cannot win, let me be brave in the attempt.*

Your Local is an accredited part of the provincial SOBC organization, providing the vital year-round programs that the athletes appreciate so much. SOBC is an accredited provincial chapter of Special Olympics Canada, the national body for the Special Olympics movement.

You are part of the international Special Olympics movement that is empowering athletes with programs in countries around the globe. This inspiring, joyful movement is changing lives and attitudes all around the world. As a PR Coordinator, you play an important role in doing the same within your own community.

## Key messages

**OUR MISSION** Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through sport.

**OUR VISION** is that sport will open hearts and minds towards people with individuals with intellectual disabilities through sport.

### WHO WE ARE

- Special Olympics is more than an event – Special Olympics BC delivers year-round high-quality sport programs to people with intellectual disabilities daily in 55 communities throughout our province.
- Special Olympics BC's programs cater to all ages and a wide range of abilities.
  - We have programs for children, youth, and adults – as of July 2019, the youngest SOBC athletes are two years old and the oldest is 92!
  - We provide an introduction to sport and physical activity, year-round sport and training programs for a wide range of ability levels, and opportunities to participate in local, regional, national, and international competitions.
- Special Olympics believes that people with intellectual disabilities can, and will, succeed when given the opportunity – we are leveling the playing field.



- Special Olympics uses the transformative power and joy of sport to reveal the full potential of athletes with intellectual disabilities.
- Special Olympics is the only organization in Canada providing grassroots sport programs and competition opportunities, from the local level to the world level, for people with intellectual disabilities.
- Special Olympics is a catalyst for social change. Our programs help:
  - instill confidence, self-esteem and other life skills in athletes,
  - contribute to healthier athletes with lifelong physical fitness habits,
  - change attitudes and create a more inclusive society, and
  - strengthen communities.
- Special Olympics programs are delivered by trained coaches and dedicated volunteers.
- Special Olympics is a charitable organization that relies on public, corporate, and government support to deliver low-to-no cost athletic programs in B.C. communities.
- Special Olympics exists around the world – now in 172 countries, with more than 5 million athletes – and the global movement celebrated its 50th anniversary in 2018-19.

## **OUR NUMBERS**

- 5,200+ athletes and 4,300+ volunteers throughout B.C.
- 18 summer and winter sports
- Three youth programs for children and youth with intellectual disabilities (2 to 18)

## **OUR IMPACT**

Special Olympics Canada research tells us that, when compared with the average individual with an intellectual disability who is not engaged in Special Olympics, our athletes experience the following health and lifestyle benefits:

- 10 per cent fewer athletes who are obese or overweight
- 20 per cent fewer athletes with anxiety disorders due to access to sport
- Improved lifespan and significantly improved overall health
- 16 per cent higher employment rate

For every \$1 invested in Special Olympics community sport programs in Canada, a minimum of \$7 of social benefit is created through improved athlete physical and mental health and increased athlete enjoyment.



## OUR LANGUAGE

TERMS TO AVOID	TERMS TO USE
<ul style="list-style-type: none"><li>• Special Olympians</li><li>• Kids</li></ul>	<ul style="list-style-type: none"><li>• Athletes</li><li>• Participants</li></ul>
<ul style="list-style-type: none"><li>• “The” Special Olympics</li></ul>	<ul style="list-style-type: none"><li>• Special Olympics (never “the”)</li></ul>
<ul style="list-style-type: none"><li>• Special Olympic athlete</li></ul>	<ul style="list-style-type: none"><li>• Special Olympics <u>ath</u>lete</li></ul>
<ul style="list-style-type: none"><li>• Disabled</li></ul>	<ul style="list-style-type: none"><li>• People with intellectual disabilities / an individual with an intellectual disability</li></ul>
<ul style="list-style-type: none"><li>• Intellectually disabled</li></ul>	

## OUR SOCIAL & DIGITAL MEDIA

- [www.specialolympics.bc.ca](http://www.specialolympics.bc.ca)
- Facebook, Instagram, YouTube, Flickr: @specialolympicsbc
- Twitter: @sobcsociety

## SOBC programs

- **SOBC summer sports:** 10-pin bowling, athletics (track and field), basketball, bocce, golf, powerlifting, rhythmic gymnastics, soccer, softball, and swimming.
- **SOBC winter sports:** 5-pin bowling, alpine skiing, cross country skiing, curling, figure skating, floor hockey, snowshoeing, and speed skating.
- **Youth programs:** SOBC also offers programs designed to help children and youth with intellectual disabilities develop basic motor and sport skills through fun and positive movement experiences: Active Start (for children ages two to six), FUNdamentals (ages seven to 11), and Sport Start sport-specific programs (ages 12 to 18).
- **Health & Healthy Athletes:** People with intellectual disabilities experience worse health care and access to services than others in their communities. Globally, millions of people with intellectual disabilities lack access to quality health care and experience dramatically higher rates of preventable disease, chronic pain and suffering, and premature death in every country around the world. In developing and developed countries alike, people with intellectual disabilities are consistently one of the most



marginalized population subsets. To address the health disparities our athletes face, Special Olympics is leading a number of integrated and complementary efforts to strengthen the capacity of existing systems of care. Special Olympics Health is integrated into all Special Olympics sports, family, and youth programs, and also strengthens linkages with community care networks and other local partners who can support the health and wellbeing of Special Olympics athletes year-round.

The goal of the Special Olympics Health program is to ensure inclusive health for people with intellectual disabilities, meaning equitable access to quality health care, education, and services throughout communities. [Learn more](#)

SOBC Locals play a critical part in this work by offering Club Fit and Fit Families & Friends programs, promoting health events and resources, and encouraging healthy living year-round.

- **Club Fit:** Club Fit is a fitness program for ages 14 and up designed specifically for Special Olympics athletes of varying skill levels to improve their health and fitness outside of participation in other Special Olympic programs, helping them improve their overall health and fitness for their whole lives.
- **Athlete Leadership:** Through SOBC Athlete Leadership programs, athletes develop the skills and abilities to take leadership positions in a number of roles including public speaking, sitting on Local Committees, and assisting as fundraising and program volunteers. This program is proven to have a lasting benefit to its participants by increasing confidence and self-esteem as well as providing input and insight into athlete issues – a valuable resource to Special Olympics BC. Our Athlete Leadership programs include:
  - Athlete Speakers Bureau sessions
  - Athlete as Program Mentors workshops
  - Athlete Input Council (formerly Athlete Congress/Governance)
  - [Health Hero](#) and Health Messenger training
  - Athlete Reporter training
  - And more!



# PR Coordinator's role

As your Local's PR Coordinator, your specific tasks will be decided based on the needs of your Local and the priorities set by your Local Coordinator and Local Committee. In general, a PR Coordinator's responsibilities lie in the following areas:

- Media relations
  - Pitching story ideas to local reporters
  - Developing knowledge of the tools within your local media outlets that you can submit material directly to in order to promote your programs – ex. community event calendars, classified sections
  - Developing and maintaining relationships with local reporters so they are more receptive to running articles about your people and programs
  - Seek opportunities to submit stock SOBC ads for them to use in filler spots
- Promotion of your Local's programs throughout your community
  - Entering program notices in the local paper/broadcast channels
  - Disseminating print materials – ex. posters in community centres, submitting ads to local newspapers
  - Supporting Local's outreach efforts at community events such as information fairs, community programming days, etc.
- Starting, managing or producing/collecting content for your website and/or social media accounts (if applicable)
- Producing and distributing a newsletter to members of your Local (if applicable)
- Helping to recognize donors to your Local for their support

You are in no way expected to be doing all of these things at once! You should work with the other members of your Local Committee to determine your priorities and best opportunities within these areas, as well as with SOBC's Communications Manager for further support. All of these initiatives play a vital role in raising awareness about Special Olympics and the value of this inspiring movement, as well as supporting the success of and strength of community spirit between the athletes and volunteers in your Local. Thank you for the great work you do!



# SOBC Style Guide

All print materials produced by you and your Local should be consistent with the style guide, in order to deliver professional material that reinforces the Special Olympics identity.

## Special Olympics and SOBC terminology

- **Special Olympics:** The preferred name is Special Olympics. Please do not refer to “the” Special Olympics, or a Special Olympic (singular) competition. If possible, avoid the possessive Special Olympics’; never refer to Special Olympics’s.
- Our name: **Special Olympics BC** or **SOBC** – *not* BC Special Olympics, BCSO, Special Olympics B.C., S.O.B.C. or the Special Olympics of BC
  - Special Olympics British Columbia on formal occasions
  - Note: The province, B.C., when written on its own, does need the periods after each letter. It is abbreviating for British Columbia, as we all know, and therefore the periods are required to indicate the abbreviation. But the style of Special Olympics BC is to leave out the periods.
    - For example: Special Olympics BC athlete Lester Pearson has learned so much from his coaches. He is one of the thousands of Special Olympics athletes participating in year-round programs in communities throughout B.C.
- Local program names: **Special Olympics BC – Kamloops** or **SOBC – Kamloops**
  - Please make an effort to be consistent in using this style – particularly the [space] en dash [space] between the two parts of the title. Microsoft Word will help you make the en dash: Just type space, dash key, space and continue typing normally, hitting the spacebar after the following word.
- National name: **Special Olympics Canada**



- The correct style for SOBC sports is below. Individual sports are not capitalized. List in alphabetical order as follows:
  - 5-pin bowling
  - 10-pin bowling
  - alpine skiing
  - athletics (track and field)
  - basketball
  - bocce
  - cross country skiing (*no hyphen in cross country per Special Olympics Canada as of 2016*)
  - curling
  - figure skating
  - floor hockey
  - golf
  - powerlifting (one word)
  - rhythmic gymnastics
  - snowshoeing (one word)
  - soccer
  - softball
  - speed skating (*two words per Special Olympics Canada*)
  - swimming (*not aquatics per SOI as of 2016*)
- **Special Olympics athletes:** athletes lowercase. NOTE: Special Olympics athletes should not be referred to as Olympians or Special Olympians. And please don't forget the "s" at the end of Special Olympics.
- How to write about **Games**:
  - Treat "Games" as a **collective plural** rather than a collective singular expression. Example: The Special Olympics World Summer Games were held in Athens, Greece. NOT: "was held."
  - Proper title for National Games: **Special Olympics Canada Games**, Special Olympics Canada Winter Games/Special Olympics Canada Summer Games.
    - Use the proper title in the first reference in your document; after that you can shorten to National Games if desired. For example: The members of Team BC are training hard for the Special Olympics Canada Winter Games. For many of them, this will be their first National Games experience.
  - Proper title for Provincial Games: **Special Olympics BC Games**, Special Olympics BC Summer/Winter Games.



- Use the full title in the first reference in your document; Provincial Games is acceptable in later references if desired.
- When you are writing about a **National, Provincial, or World Games** on second reference, you should always use capital letters as identified here. You are describing an entity, Games, that is distinct from the general noun games.
  - For example: SOBC athletes will compete in the next National Games. Our floor hockey team played three great games last week.
- Special Olympics International style for names of Games: Special Olympics World Winter Games Austria 2017, Special Olympics World Summer Games Abu Dhabi 2019 – this is recommended in order to have the emphasis on Special Olympics by placing it first, rather than the year or location first. Special Olympics BC believes in observing colloquial language and names our Games with the year first: 2017 Special Olympics BC Summer Games, 2019 Special Olympics BC Winter Games.
- Special Olympics competitive opportunities operate on a four-year cycle for both summer and winter sports:
  - Year 1: Regional Qualifiers
  - Year 2: Provincial Games
  - Year 3: National Games
  - Year 4: World Games
- Games Ceremonies:
  - **Opening Ceremony.** Capitalize and treat as singular. Example: The Opening Ceremony was held at Thunderbird Arena. Also note: Many volunteers worked at both the Opening and Closing Ceremonies.
  - **Closing Ceremony.** Capitalize and treat as singular. Examples: The Closing Ceremony starts at 5 p.m. BUT: Thousands of athletes plan to attend both Opening and Closing Ceremonies.



- Other SOBC-specific terms:
  - An SOBC community program is called a **Local**. Capital L.
    - But note that when you're using local as an adjective, it shouldn't be capitalized. For example: The SOBC – Kamloops Local is running many wonderful programs this season. Their local mayor is very excited and supportive.
  - SOBC Regions: capital R. **Region 1**, Region 2, Region 3... you get the picture. 😊  
For example: Region 1 athlete Shelly Poland was the first SOBC – Golden athlete to compete in Special Olympics Canada Games.
    - As with Local vs. local, region and regional should not be capitalized when used abstractly, i.e. not speaking about a specific SOBC Region. Example: The Western Canada Games is a regional competition for athletes from the western part of Canada.
  - A Local Committee: The term **Local Committee** should have capital L and C, and individual roles should also be capitalized. Local Coordinator, Program Coordinator, Treasurer, etc.
- In general, capitalize all parts of a **full title** of an **event or entity**. Examples: Matthew Williams completed **Athlete Speakers Bureau** courses. He was the **Chair** of the **Global Athlete Congress**. Randy Smallwood is the **Chair** of the SOBC **Board of Directors**. Many floor hockey teams participated in the **Jon Baillie Floor Hockey Tournament** in November.
  - Capitalize an official title, whether it comes before or after the individual's name. (This is Special Olympics style, not Canadian Press style.) For example: Special Olympics BC Chair Randy Smallwood addressed the Games audience. Dan Howe, President & CEO, led a discussion of strategy.
  - **However, do not capitalize words in general references. Remember that *athlete, coach, volunteer, and program* independently are nouns, not titles, as are individual *sports*. Examples: Our team played very well in the soccer tournament last weekend. The SOBC athletes are training hard. SOBC – Kamloops coaches and volunteers are amazing people. We are excited about the next basketball game. Our Local offers basketball, floor hockey, and soccer.**
  - No commas are needed between a name and a title if the title comes first. Examples: Mary Davis, Special Olympics Chief Executive Officer, will deliver



remarks at the Opening Ceremony. Special Olympics Chairman Tim Shriver is the featured speaker. NOT: Special Olympics Chairman, Tim Shriver, is the featured speaker.

- **Athlete oath:** On first mention, call it the Special Olympics athlete oath; thereafter, the oath. The proper punctuation is as follows: “Let me win. But if I cannot win, let me be brave in the attempt.” NOTE: Please do not call this “the Special Olympics oath.” *(Updated 2019 per Special Olympics International 2018 Style Guide)*
- **Athlete Leadership:** Special Olympics Athlete Leadership on first reference; Athlete Leadership thereafter. NOTE: We no longer use the term Athlete Leadership Programs or ALPs. We simply refer to Athlete Leadership; no acronym or abbreviation needed. Example: Athlete Leadership aims to create a culture of inclusion where people think differently about what it means to lead and influence others.
- **Health:** Our Special Olympics Health program is growing and now includes more than Healthy Athletes events. On first reference, when referring to our overall health work, please refer to the overarching program as Special Olympics Health or the Special Olympics Health program. This can include Healthy Athletes events, fitness and wellness initiatives, and Healthy Communities programming.
- **Healthy Athletes:** Use Special Olympics Healthy Athletes® on first reference; Healthy Athletes thereafter. At Healthy Athletes events, Special Olympics athletes are offered free screenings and services. NOTE: Healthy Athlete (singular) and Healthier Athlete(s) are incorrect. NOTE: We do not use the word “exam” to describe what takes place at Special Olympics Healthy Athletes events – “screenings” is the preferred noun.
  - There are eight types of Healthy Athletes screening programs, as identified below. When mentioning any of the Healthy Athletes disciplines, include Special Olympics on first reference, as in: Special Olympics Special Smiles.

Special Olympics-Lions Clubs International Opening Eyes® (vision)\*

Special Olympics Special Smiles® (dental)

Special Olympics Healthy Hearing (hearing)

Special Olympics FUNFitness (physical therapy and nutritional advice)

Special Olympics Health Promotion (general health and fitness)



Special Olympics Fit Feet (podiatry)

Special Olympics Strong Minds (adaptive/coping skills)

Special Olympics MedFest® (sports physical screenings) (*not in B.C.*)

*\*This is a partnership between Special Olympics and Lions Clubs International. Always use the full name as shown above on first reference; use Opening Eyes thereafter.*

- **Healthy Community:** Within Special Olympics, a Program is identified as having achieved Healthy Community recognition after meeting several criteria related to year-round health programming. The plural term Healthy Communities may be used when referencing the overall year-round Special Olympics health work and recognition structure.
  - For a Program receiving one-year or three-year Healthy Community grants, it is important to refer to such a Program as a “Healthy Community grantee” or one that is “seeking to achieve Healthy Community recognition” until officially recognized as a Healthy Community. Special Olympics BC achieved Healthy Community recognition in 2018.
  - Examples: Special Olympics BC is recognized as a Healthy Community through its dedication to athlete health year-round. Special Olympics is seeking to create Healthy Communities around the world.
- **Intellectual disabilities:** As of 2004, this is the official term used by Special Olympics to refer to our focus population. Use “people-first language,” i.e. children and adults with intellectual disabilities – never mentally or intellectually disabled person, or person suffering from, afflicted with, or a victim of intellectual disabilities.
  - Use the singular term when referring to one person, e.g. “an individual with an intellectual disability.” Use the plural when referring to more than one person, i.e. “adults and children with intellectual disabilities.”
  - May be abbreviated as ID on second reference.
  - NOTE: Special Olympics does not use the term intellectual and developmental disabilities, which is a broader category.
  - Developmental disabilities: a general term for a range of conditions related to impairment in physical, learning, or behavioural areas. These conditions include intellectual disabilities. NOTE: Special Olympics uses the more specific term intellectual disabilities.



- **Inclusive health:** The 2016-2020 Special Olympics Health Strategy references supporting inclusive health for people with intellectual disabilities. Inclusive health means equitable access to quality health care, education, and services for people with intellectual disabilities.
- **Divisioning:** Special Olympics competitions are structured so that athletes compete with other athletes of similar ability in equitable divisions. The practice of divisioning marks one of the fundamental differences between Special Olympics competitions and those of most other sports organizations. Lower case divisioning when it is not beginning a sentence.
- **R-word:** Refers to the word “retard” or “retarded,” and Special Olympics actively advocates its elimination. Note the hyphen and capital R in the term. Use of these words can hurt millions of people with intellectual disabilities as well as their families and friends.
  - The **Spread the Word to End the Word** campaign called for people to think about the hurtful and disparaging uses of the R-word and pledge to stop using it.
  - This campaign rebranded in 2019 and is now known as **Spread the Word: Inclusion**, a global engagement campaign to increase inclusion among people with and without intellectual disabilities through grassroots action in schools, workplaces, and communities around the world.  
<https://www.spreadtheword.global/>
- Law Enforcement Torch Run® for Special Olympics: the **Law Enforcement Torch Run for Special Olympics BC** is the full proper name of the B.C. leg of this global movement. Use in full on first reference; use Law Enforcement Torch Run, Torch Run, or LETR and BC LETR thereafter.
  - **Final Leg:** capitalize. A Final Leg consists of the last kilometres of a Law Enforcement Torch Run in the days leading up to the Opening Ceremony of a Special Olympics competitive event.
  - **Flame of Hope:** capitalize, no quotes, no italics. The torch carried in the Law Enforcement Torch Run and used to light the cauldron at Special Olympics Games.
  - Note that law enforcement officer is lowercase, no hyphens.
  - **Polar Plunge®:** capitalize. A Law Enforcement Torch Run for Special Olympics fundraiser. Polar Plunge is a registered trademark of Special Olympics and is



recommended over “Polar Bear Plunge” and other similar names not registered by Special Olympics.

- **Global Messengers:** always capitalize. The term refers to Special Olympics athletes who have received training to become spokespeople for people with intellectual disabilities and to raise awareness of Special Olympics. Athletes who have been through that training anywhere in the world are referred to as Special Olympics [Program name] Global Messengers (as in, Special Olympics Canada Global Messengers).
  - In addition, every few years, 12 athletes are chosen from Special Olympics Programs around the world to serve two- or four-year terms as spokespersons for the Special Olympics movement; they are referred to as **Special Olympics Sargent Shriver International Global Messengers**.
- **Special Olympics Team Canada** and **Special Olympics Team BC:** Always use Special Olympics Team Canada and Special Olympics Team BC on first reference, not just Team Canada or Team BC. (Team Canada – without the words Special Olympics – refers to the Canadian Olympic team. Team BC – without the words Special Olympics – is a separate entity for participation in the mainstream multi-sport Canada Games; Team BC usually includes top youth athletes from all over the province and a contingent of Special Olympics athletes.) Special Olympics Team Canada is the Canadian delegation to Special Olympics World Games. Special Olympics Team BC is our province’s delegation to Special Olympics Canada Games.

## Writing and talking about Special Olympics athletes

- It’s important to use people-first language putting the athlete/individual first, rather than the condition. For example: Thousands of individuals with intellectual disabilities participate in Special Olympics BC programs throughout the province. NOT Thousands of intellectually disabled people participate in SOBC programs.
  - A person has intellectual disabilities, NOT is suffering from, is afflicted with or is a victim of intellectual disabilities. For example: Jane Public, who has an intellectual disability
  - Disabling conditions do not have to be life-defining in a negative way. Refer to a person’s disability only when it is relevant and necessary, and don’t use the adjective “unfortunate” when talking about people with an intellectual disability.
- Do not describe Special Olympics athletes as “kids,” unless you are referring specifically and solely to participants in youth programs. There is a misconception that Special Olympics athletes are kids, when in fact SOBC athletes range in age from two to



90-plus. The majority of SOBC athletes are adults, and are involved in programs throughout their lives, keeping them active at all ages.

- Special Olympics is for individuals with intellectual disabilities, while the Paralympics involve athletes with physical disabilities.
- When someone asks, “When is the Special Olympics?” or “When are the next Special Olympics?” the answer is that athletes are in action year-round in Special Olympics programs throughout British Columbia and around the world. We don’t say “the Special Olympics.”
- Common mistakes to avoid:
  - **Incorrect:** the Special Olympics  
**Correct:** Special Olympics programs, Special Olympics Games, the Special Olympics movement – do not use the word “the” in front of Special Olympics unless describing a specific Special Olympics event, team or coach, or describing the Special Olympics movement as a whole
  - **Incorrect:** Special Olympians  
**Correct:** Special Olympics athletes
  - **Incorrect:** Downs Syndrome, mongoloid  
**Correct:** Down syndrome
  - **Incorrect:** Special Olympic athletes, Special Olympic team  
**Correct:** Special Olympics athletes, Special Olympics team – the words “Special Olympics” should never be written without the “s” at the end of “Olympics”

CORRECT		INCORRECT	
<b>General Terms</b>			
✓	Special Olympics	<del>the Special Olympics</del>	
✓	Special Olympics athletes	<del>Special Olympians</del>	
✓	Special Olympics event or athlete, supporter, etc. Always add an “s”	<del>Special Olympic event</del> or athlete, supporter, etc.	
<b>Capitalization</b>			
✓	the Special Olympics movement	<del>the Special Olympics Movement</del>	
✓	athlete athlete is lowercase	<del>Athlete</del>	
✓	partner partner is lowercase	<del>Partner</del>	

[Special Olympics fact sheet on intellectual disability and language guidelines](#)



# Special Olympics logo and brand guidelines

The Special Olympics Accredited Program Mark is used for brand communications and items created by Special Olympics Accredited Programs (such as Special Olympics British Columbia).

The mark is created by combining the Special Olympics Symbol, the Special Olympics Logotype, and the name of the Accredited Program set in the typeface Ubuntu Italic. The mark should always be used in its full lock-up version (Symbol, Logotype, and Program Name) for all initial touchpoints. The Special Olympics BC logo comes in three formats:

## Two line lock-up (primary version) – filename: 2-Line



## Single line lock-up – filename: 1-Line



## Centred lock-up – filename: Centre



- Plus! Online version with our symbol on the left (only for online materials such as websites and e-mails, and for print items where the left-justified setup is necessary, ex. envelopes).





- Our colours: Special Olympics Red for the symbol; Special Olympics Grey for the logotype/Program name
  - SO Red: Pantone 186; CMYK: 0c/100m/100y/0k; RGB: 255R/0G/0B
  - SO Grey: Pantone 418; CMYK 0c/0m/15y/75k; RGB: 99R/99G/89B
- The two-colour versions of the mark are for use against white backgrounds; there are all-black versions available for use against light, low-contrast backgrounds, and all-white versions for use against dark solid colours and appropriate photographic images.
- Standard positioning of the logo in a standard print document (ex. Word file): **top right or bottom right corner.**
- File formats available: JPG, PNG and EPS
  - PNG artworks are small files that fit well in documents such as Word and Powerpoint
  - EPS files are for use by professional designers – ex. can be supplied to printers when making T-shirts, large print designs etc.
- Our symbol expresses the guiding idea for our brand. It contains within it an expression of achievement, change, revelation, and community. Our symbol transcends language and is a universal expression of our movement. The symbol should not be used separately without the logotype and Accredited Program name, except in limited secondary uses on documents/garments where the mark has been placed prominently in full on first reference.
- While a Local's individual community name is not incorporated in the logo, there are international and provincial design standards and templates created to feature the local community name and identity. The approach is customized for each type of marketing material, and intended to celebrate your community. [Please click here](#) for more SOBC logo, brand, and marketing information and resources. Please don't hesitate to contact SOBC's Communications Manager with your comments and ideas.

## Typography

Ubuntu is the preferred typeface of Special Olympics. It has been chosen for its clarity and accessibility both in print and on screen. It comes in a range of languages, weights and styles.

In order to use it in any program, you need to install the font series in your computer:

-



- The package of font files can be downloaded for free onto your computer from [font.ubuntu.com](http://font.ubuntu.com).
- Click your start/home menu, and select “Control Panel.” (Please note: Some computers have alternate menu setups – please don’t hesitate to contact the Provincial Office staff if you run into any issues.)
- Click “Fonts”
- Open the folder on your computer with the font files. Select and copy all of them.
- Click back onto the font panel you opened, and paste the Ubuntu files into this box.
- Celebrate! (You should only need to do this once.)

The secondary Special Olympics typeface is Arial, for e-mail correspondence and use in situations as identified below.

If you send a Word or PowerPoint document written in Ubuntu font to someone who does not have Ubuntu installed on their computer, everything you’ve written will display very, very incorrectly.

- THEREFORE: In Word and PowerPoint documents, use Arial.
- Ubuntu is to be used in design pieces created by the Provincial Office where we are certain we will only be printing the document or sending it to someone as a PDF – i.e. if no one else is editing it and working on it.

## **Branded templates and tools for Locals**

In order to provide a wide range of useful materials for Locals with Special Olympics branding, SOBC has been given several template documents by Special Olympics International and have created a number of others ourselves, all of which can be easily customized for Locals upon request. Please contact SOBC Communications Manager Megan Pollock ([megan@specialolympics.bc.ca](mailto:megan@specialolympics.bc.ca) | 604-737-3077 direct / 1-888-854-2276) or your local SOBC Community Development staff anytime with any such requests.

Available for immediate use (i.e. Word documents Locals can edit yourselves):

- eLetterhead featuring Local’s name
- Templates for newsletters
- Templates for program schedules
- Found here: <https://www.specialolympics.ca/british-columbia/pr-manual-resources>

Available from SOBC Provincial Office, which will customize with a Local’s details on demand with swift turnaround:

- Posters of varying sizes to advertise programs and recruit



- Tri-fold brochure to share general info and program details
- Infographics and general info sheets
- Templates for shirt and jersey designs
- Certificates
- Newspaper ad templates and frames
- Pull-up display banners
- Horizontal banners
- Headers for websites
- Greeting cards
- Social media profile pictures (square, designed for Facebook and Twitter)
- Business cards

Provincial Office staff are very happy to customize all of these materials with any Local's name, contact/program details, and/or photos of local members.

Special Olympics BC and all Locals are required to follow international brand standards, and office staff are very familiar with these guidelines – please contact us for support with your marketing projects.

- Basic please do and please don't notes when working with the SOBC logo files:
  - Please don't stretch the logo disproportionately when you're resizing it. To ensure proportionate resizing, hold down the shift key, then click the corner of the logo file and drag to resize (all while holding the shift key).
  - Please do leave sufficient white/free space around the logo.
  - Please don't try to fit the logo in too small somewhere – minimum size 1/3 inch or 8mm.
  - These notes are all with the intent of preserving and strengthening the overall look of our brand and professionalism of our presentation.

**To acquire logo files and branded materials that can be customized for your Local, please contact Megan Pollock and she will be happy to help: [megan@specialolympics.bc.ca](mailto:megan@specialolympics.bc.ca) | 604-737-3077 direct / 1-888-854-2276 toll-free.**



# Media Relations

Your Local is full of amazing athletes and incredible coaches and volunteers whose stories can be shared with local media to honour them and raise awareness about the importance of Special Olympics.

Articles, photos, and broadcast pieces can be amazing tools to help promote your Local and the life-changing impact of Special Olympics. They can also make someone's day! Athletes generally are very glad and excited to see themselves featured in media, and they and your volunteers deserve the recognition. So it can worth the effort to try to attract media attention.

The key element to employ in your media outreach is **storytelling**. Special Olympics athletes have incredible stories to share, and reporters will respond to that. Therefore, when you are writing press releases and preparing to communicate with local outlets, think first about what stories you can share. Talk about the athlete who has completely come out of her shell through her participation in Special Olympics, and the athlete who has become much healthier and fitter. Include quotations from an enthusiastic athlete and/or a dedicated coach/volunteer.

Storytelling will set you apart. Even when you're creating a press release about a fundraising initiative or sponsor recognition, think about how you can incorporate a Special Olympics story to illustrate the compelling value of this support. It's not compulsory – but this kind of extra effort will set your materials apart.

Developing relationships with your local reporters and editors will also help you in the long run. If they get to know you as someone who can quickly and efficiently supply them with the material they need to tell interesting stories, they will be happy to hear from you any time you are issuing something, and they may even come back to you unprompted when they're looking for great material.

PR Coordinators should concentrate on pitching to local media; provincial and national media outlets are pitched by provincial and national Special Olympics communications staff. If you have a story idea to suggest for provincial and/or national outlets, please advise SOBC's Communications Manager, who will work with you to bring it forward. Pitching about provincial and national team athletes and Special Olympics BC and Canada Games is led by provincial and national communications staff and Games volunteers, who will keep PR Coordinators in the relevant Locals apprised of plans and will provide PR Coordinators with resources to support pitches to local contacts about local athletes.



# Press releases

Issue press releases to inform media about news from your Local and opportunities for coverage – launch of a new program, achievements by an athlete or volunteer, upcoming fundraising events and initiatives, etc. Press releases should be reserved for sharing breaking news. Appendix A of this manual is a sample of a press release issued by the SOBC Provincial Office, which you can refer to for guidance for formatting and standard elements.

Tips and tricks for strong press releases:

- Use your Local’s e-letterhead, and include the date upon which you are issuing the release. (See Appendix A for guidance.)
- Cover the 5 W’s and an H – Who, What, Where, When, Why and How – about your event, program, story or initiative, so media know exactly how they can follow up.
- If you can incorporate a compelling quote/story that relates to or illustrates the facts you’re presenting, your release will stand out. For example, if you’re advertising a fundraising event, include a comment from an athlete about how much s/he values the Special Olympics programs in your community and what they’ve done for her/him.
- Include a quotation from an appropriate spokesperson from your Local, as determined by the event/achievement/news at hand – ex. your Local Coordinator, your Fundraising Coordinator or the appropriate athlete or coach. Having quotations in your release increases the likelihood of a busy reporter using what you have given them and simply turning it into an article quickly.
- Include a paragraph of general background information about your Local and/or about SOBC. See the release in Appendix A for the “boilerplate” paragraph currently in use by SOBC – feel free to reproduce this section verbatim, or edit it to include information about your Local and your programs.
- Be prepared for the fact that your release might be run without the reporter checking with you. Make certain that everything is correct and crystal clear.
- Also be prepared that you might be contacted to set up an interview with relevant people from your Local. Discuss with your Local Committee in advance whom you will give to the media, and get permission from those people. Prepare them for an interview, if necessary (see Media Training section).



- At the bottom of your release, include the contact information for whoever will be dealing with any follow-up questions – ex. your own info, your Local Coordinator’s, whoever you deem most appropriate.
- If possible, keep the release to one page – but certainly no longer than two pages! It won’t be read.
- If you have compelling photos or other supporting multimedia materials you can supply, note that in the release.

## Media training for athletes/volunteers

If you and your Local Committee decide to propose particular athletes and/or coaches for media interviews, you should first ensure that (a) they are open to the idea of being interviewed and (b) they are prepared to be interviewed. Many athletes, in particular, tend to speak off the cuff – be sure you have talked with them first and prepared them for what they should and should not say. If possible, ensure that they will be interviewed with you/a coach/a Local Committee member present.

Points for preparing interviewees:

- If the interviewee needs to speak about Special Olympics, make sure you have covered the key messages listed in this manual with them.
- Media want to know the essential background info about everything they cover. e.g. for a fundraising event: how long it’s been running, how many people you’re expecting to support, where the money is going; e.g. for a program: how many people are involved, when and where it happens, where and when it happens, how it has grown, etc.
- They are also looking for great stories! If you have stories that are inspiring, moving and funny to you, they will surely be interesting to reporters. Don’t hesitate to share.
- When a reporter is interviewing an athlete about his/her background, they may ask about the athlete’s disability. It is enough to say simply that the athlete has an intellectual disability. Don’t let them dwell on this – interject with guidance on the athlete’s personality, achievement, commitment to sport and community, etc.



- If an athlete is being interviewed about her/himself and his/her sport achievements/background, help them prepare for questions may be along these lines:
  - What do you love about your sport?
  - How long have you been doing it?
  - What are your goals in sport?
  - What have been your biggest moments and/or achievements in your sport?
  - How often do you practice?
  - What are some of the hardest things/biggest challenges for you in your sport?
  - What are some of the things you do best in your sport?
- If you/the interviewee don't know the answer to a question, don't speculate. "I'm not sure, but I will get that information for you" is a perfectly acceptable response. Then you/the interviewee needs to make sure they will follow up with the appropriate person and get that info to the reporter.
- Make sure interviewees are cautioned never to speak disparagingly about other athletes, coaches, or event organization.



# Mass Communications Channels

How does your Local communicate with your athletes, coaches, volunteers, families, supporters etc.? While external individuals (ex. media) may look at and use these channels, you will likely be updating them primarily for the purposes of keeping your community informed. Popular avenues include:

- (a) Websites
- (b) Social media
- (c) Newsletters

If your Local has or creates a website and/or social media accounts, login details must be provided to the SOBC Provincial Office. This helps with continuity and support for your Local – we want to help ensure someone in your Local will always be able to access your website, despite personnel turnovers or hacks. [Please click here](#) to find the related policy and details.

## Websites

Websites are valuable tools for communicating essential information and up-to-date news about your Local with mass reach. However, websites are not small projects. They must be created well and maintained regularly to be most effective and maintain a strong presentation of professionalism.

Locals may decide whether or not they want to have their own websites. The SOBC provincial website has a page for every Local's essential info e.g. contact details, program schedules, and links to social media accounts. These pages are updated by SOBC Community Development staff, but Locals are welcome and encouraged to provide direction on the content they would like to have on their page. Visiting a Local's page on the SOBC site makes it easy to see the links to essential provincial background info such as forms, resources, and (importantly) the well-visited event calendar. The SOBC website also publishes profiles and frequent news articles that strive to include content from Locals all around the province.



If you think your Local really needs your own website, please contact the SOBC Provincial Office staff to talk over ideas and discuss the best course of action for you. We will be a resource for you in building a website and in creating content.

If you do decide to set up your own website, the SOBC Provincial Office will need to review it before activation to ensure the following:

- Correct use of the logo – i.e. correct version, colours, placement and absence of manipulations;
- Correct use of language – i.e. about Special Olympics, SOBC, athletes with intellectual disabilities and our mission – in your URL as well as your website content;
- Appropriate photos;
- Up-to-date information.

We will also request that you/your webmaster provide the Provincial Office with a username and password to log into the back end of the site. We will keep it on file with your Local's documentation. This helps with continuity and support for your Local – we want to help ensure someone in your Local will always be able to access your website, despite personnel turnovers or hacks. [Related policy](#)

## Social media

Most Special Olympics BC Locals already have a Facebook Page to externally promote their programs, or a Facebook Group to connect their current community members.

As with websites, social media tools can be helpful for communicating essential information and up-to-date news about your Local with mass reach. But again, as with websites, they must be carefully created and maintained attentively in order to work effectively.

If you are discussing the creation of a new social media account, we encourage you to think first about what you and your fellow Local Committee members will have time to maintain, and what you are trying to accomplish with the account.

- Do you want to create a greater sense of community for your athletes and volunteers?
- Do you want to share schedules and program information?
- Are you trying to recruit new members?



- Do you want to present a source of news for community members trying to learn more about Special Olympics?
- Will you have time to deal with the comments that will come into a Facebook page without approval?
- Will you have time to update your accounts regularly?
- Has a member of your community already started a page/account about your Local, and you need to take it over?

Addressing questions such as these will help you determine what you want to do in the realm of social media, what you can do, and what your most effective channel will be. For example, if you don't have time to do both Facebook and Twitter effectively, just choose the right one for you and maintain it well, instead of spreading yourself too thin. As another example: If you are considering Facebook and your goal is to publicize your Local externally, a Page would be the best fit, but if your aim is to support or generate communication among current members, a Facebook Group would be the best fit.

Before creating any new account, please contact SOBC's Communications Manager to discuss your goals and best practices. We are also happy to discuss content ideas, support resources, and more!

If your Local has or creates social media accounts, login details must be provided to the SOBC Provincial Office. This helps with continuity and support for your Local – we want to help ensure someone in your Local will always be able to access your website, despite personnel turnovers or hacks. [Please click here](#) to find the related policy and details.

## Newsletters

*If you are choosing to use one of more of the above channels, it may not be necessary for you to produce a physical or electronic newsletter as well. Again, if you don't have time to do everything, focus your energy on one channel of communications, and do it well. Instead of spreading yourself too thin, you should discuss with your Local Committee what the most appropriate channel is for your audience, and focus on that to make your products strong and compelling.*

Some Locals produce a regularly occurring newsletter for athletes/coaches/volunteers, summarizing their achievements and events. A newsletter can also be a tool for sponsor recognition.



Physical newsletters can be produced using Word/PDF documents – a branded template is available from the Provincial Office. E-newsletters are another increasingly popular option. If you have a volunteer who is keen to work on such a project, you must make them aware there are logo and brand standards that must be followed. Please contact the SOBC Communications Manager for further support.

If you want to have a printed newsletter to summarize Special Olympics in this province, as a tool to hand out at information or recruitment events and opportunities, please remember that the SOBC Provincial Office produces a paper newsletter at the end of each year that you can print and distribute to give people a sense of the great things going on in Special Olympics in B.C. Download here: <https://www.specialolympics.ca/british-columbia/annual-newsletters>

**Locals are always welcome and encouraged to submit stories for inclusion in the SOBC newsletters, website, and social media channels.**

Please remember that SOBC does issue a monthly e-newsletter with valuable updates and fun news items – please make sure you have signed up yourself and urge members of your Local to register (<https://www.specialolympics.ca/british-columbia/e-newsletters>) so they can keep up to date.



# Use of Photos

When athletes, coaches, and volunteers register with Special Olympics BC, the Special Olympics Canada registration form includes a waiver that indicates SOBC has the right to use “my likeness, voice, and words in television, radio, film, newspaper, magazine, internet, and other media, and in any form not heretofore described for the purpose of advertising or communicating the purposes or activities of Special Olympics and in appealing for funds to support such activities.”

In general, this will cover your use of photos from SOBC programs and events on your websites, social media, and/or newsletters. Some individuals do have media restrictions that must be respected – when possible, check for those first by asking coaches and/or your fellow Local Committee members.

However, when you are using photos in projects that will have major public distribution and cannot be changed after issuing – such as newspaper ads, banners and information brochures – it is recommended that you first ask for the permission of the athletes/volunteers in the images.

You should always have the permission of the photographer before using any photo anywhere.



# Resources

## **Appendix A:** Sample SOBC press release

Use this to guide the formatting of your releases. Please feel free to reproduce the SOBC info paragraph verbatim.

## **Appendix B:** Sample fact sheets

## **Appendix C:** Sample poster

The SOBC Provincial Office has a range of materials to promote Locals, activities, recruitment, etc. They can be customized to include your specific details. Please contact SOBC's Manager, Communications, or your local Manager of Community Development to request them.

<http://www.specialolympics.bc.ca/resources/fans-and-fundraising/pr-manual-resources>



## Special Olympics BC Winter Games

Greater Vernon 2019



# APPENDIX A

FOR IMMEDIATE RELEASE

## Volunteers needed for the 2019 Special Olympics BC Winter Games

Greater Vernon is invited to share in the joy and inspiration of the [2019 Special Olympics BC Winter Games](#) by signing up to volunteer. With more than 800 athletes with intellectual disabilities and volunteer coaches and mission staff from across the province set to converge in Greater Vernon from February 21 to 23, the 2019 SOBC Games will need more than 800 volunteers to create a high-quality experience for the participants.

Currently the SOBC Games volunteer count is just over halfway there, with more than 400 volunteers registered to date, so all those interested in being part of this empowering event are encouraged to sign up today. There is a wide range of rewarding roles available, ranging from sport and food services to transportation and security. Particularly being sought are floor hockey referees (Special Olympics floor hockey training can be provided) as well as volunteers with medical and health-care backgrounds – such as nurses, Licensed Practical Nurses, and care aides – who are needed for specific roles.

To register, please visit [www.sobcgamesvernon.ca](http://www.sobcgamesvernon.ca) to complete the form online, or visit the 2019 SOBC Winter Games office, located at VantageOne Credit Union, 3108 33 Avenue (The entrance to the office can be accessed using the VantageOne Leasing entrance, located on 31st Street.)

If you have any questions or would like more information, please contact the SOBC Games office at [games@specialolympics.bc.ca](mailto:games@specialolympics.bc.ca) or call 236-426-0109.

Provincial Games are exciting and empowering experiences for Special Olympics athletes. For many, these Games offer their first opportunity to experience the joy of travelling and being part of a team. The dedicated competitors will be shooting for personal-best performances, and they will also be chasing the opportunity to advance to national and international levels of competition. Top performers in Greater Vernon will qualify for spots on Team BC for the 2020 Special Olympics Canada Winter Games in Thunder Bay, Ontario, which will be the national qualifier for the 2021 Special Olympics World Winter Games in Sweden.

Greater Vernon is already home to outstanding Special Olympics athletes, volunteers, and programs, as SOBC – Vernon runs 16 year-round sport, youth, and fitness programs, but this will be the first time that SOBC Provincial Games have been hosted here.

### Upcoming media opportunity

On Saturday, January 26, some of the 2019 SOBC Games snowshoeing competitors and volunteers will be participating in training and demonstration races at Sovereign Lake Nordic Club, as part of a

Special Olympics BC [Performance Program](#) training camp. Interested media are invited to attend – please contact Megan Pollock and Teresa Durning Harker (details below) for information.

### **About the 2019 Special Olympics BC Winter Games**

The 2019 SOBC Winter Games, set to be held in Greater Vernon February 21 to 23, will be the largest SOBC Winter Games to date, with more than 600 athletes with intellectual disabilities from all parts of the province and the Yukon expected to compete, supported by approximately 200 volunteer coaches and mission staff. The 2019 Games will feature exciting competition and inspiring displays of sportsmanship in the eight SOBC winter sports: 5-pin bowling, alpine skiing, cross country skiing, curling, figure skating, floor hockey, snowshoeing, and speed skating. The Opening Ceremony will be held on February 21, followed by competition throughout February 22 and 23. The Opening Ceremony will be streamed live on [Castanet.net](#). A Closing Ceremony open only to Games competitors will be held on February 23, followed by a volunteer recognition breakfast on February 24.

Learn more at [www.sobcgamesvernon.ca](http://www.sobcgamesvernon.ca) and find SOBC on Facebook and Instagram @specialolympicsbc and Twitter @sobcsociety; the Games hashtags are #SOBCGames #GreaterVernon2019.

### **About Special Olympics BC**

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through sport. In 55 communities around the province, we provide year-round training and competitive opportunities in 18 different sports to more than 5,200 athletes of all ages and a wide range of abilities, thanks to the dedicated efforts of over 4,300 volunteers. For more information, please visit [www.specialolympics.bc.ca](http://www.specialolympics.bc.ca) and find us on Facebook and Instagram @specialolympicsbc and Twitter @sobcsociety. To learn more about SOBC – Vernon, find them on Facebook @sobcvernon.

### **Media contacts**

Teresa Durning Harker  
2019 Special Olympics BC Games Director of Public Relations  
Cell: 250-308-8267  
Email: [tdurning@tourismvernon.com](mailto:tdurning@tourismvernon.com)

Megan Pollock  
Special Olympics BC Communications Manager  
Cell: 604-737-3077  
Email: [megan@specialolympics.bc.ca](mailto:megan@specialolympics.bc.ca)

## APPENDIX B

**Special  
Olympics**  
British Columbia



## Enriching lives and changing attitudes through sport

Since 1980, **Special Olympics BC**, a registered charitable organization, has provided high-quality year-round sport programs and competitions to help individuals with intellectual disabilities enrich their lives through the power and joy of sport. Our vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all across British Columbia.

Special Olympics BC programs give athletes the chance to gain skills – in sports and in life – and improve their health while enjoying training that could take them to competitions at local, regional, national and international levels. But the benefits go well beyond the playing field. Through Special Olympics, athletes experience joy and acceptance, cultivate friendships and self-confidence, and feel empowered to overcome obstacles and achieve their goals.

*“When we heard about Special Olympics, it changed my whole life. I made new friends, had new coaches and I love all the sports... Thankfully there is an organization like this for people like me.” -Special Olympics BC – Campbell River athlete*

### Quick facts

More than 5,200 athletes participate in summer and winter sports programs in 55 communities around the province.

More than 4,300 volunteers assist in bringing the programs to life.

SOBC winter sports: 5-pin bowling, alpine skiing, cross country skiing, curling, figure skating, floor hockey, snowshoeing, and speed skating.

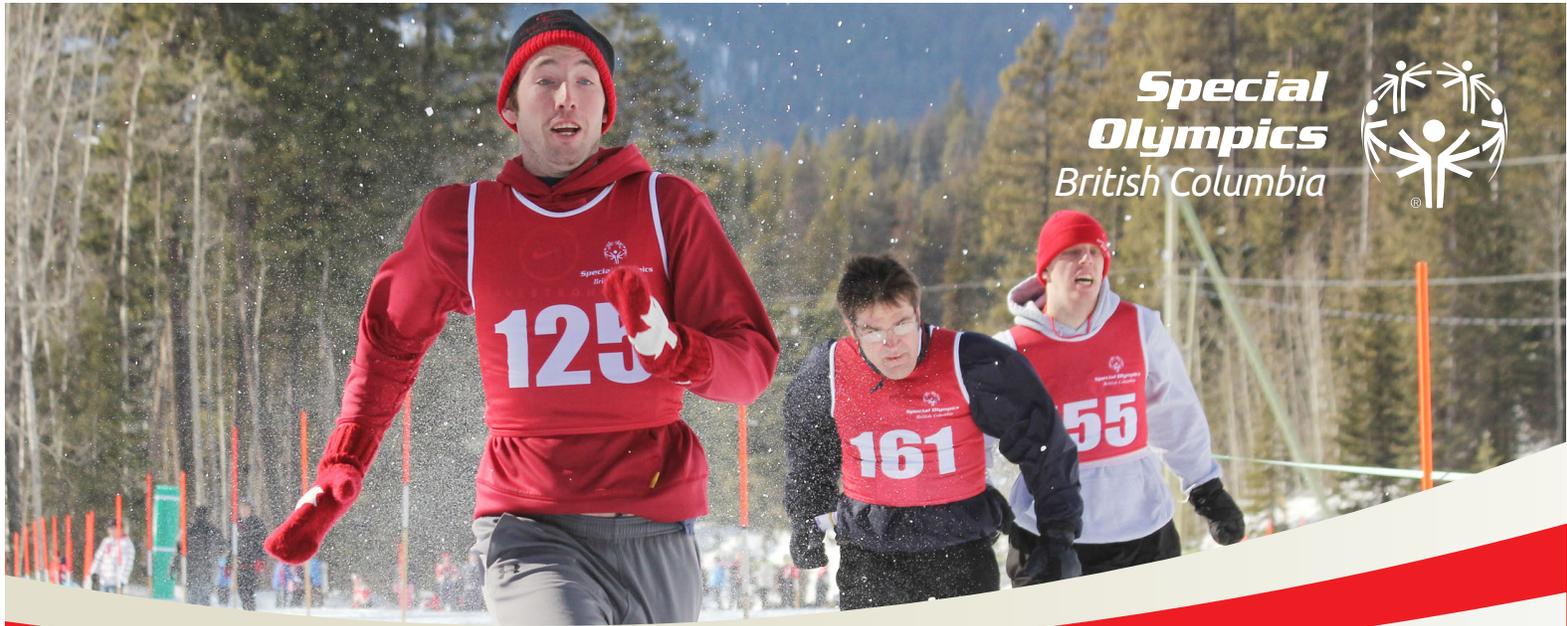
SOBC summer sports: 10-pin bowling, aquatics, athletics, basketball, bocce, golf, powerlifting, rhythmic gymnastics, soccer, and softball.

SOBC also offers youth programs for children and young people with intellectual disabilities ages two to 18, designed to help them develop essential motor and sport skills through fun and positive movement experiences.

### New athletes and volunteers always welcome!

Volunteer roles available range from amazing coaching experiences to vital behind-the-scenes support.

Please contact us to find out more about the life-changing opportunities.



## Frequently Asked Questions

### **When do Special Olympics take place?**

Special Olympics BC sport training programs and competitions are offered year-round in 55 communities across B.C. Special Olympics Games take place on a four-year cycle for summer and winter sports.

#### **Winter Sports**

- 2017-18 Regional Qualifiers
- 2019 Special Olympics BC Winter Games (Greater Vernon)
- 2020 Special Olympics Canada Winter Games (Thunder Bay, Ont.)
- 2021 Special Olympics World Winter Games (Sweden)

#### **Summer Sports**

- 2020 Regional Qualifiers
- 2021 Special Olympics BC Summer Games
- 2022 Special Olympics Canada Summer Games
- 2023 Special Olympics World Summer Games (Berlin, Germany)

### **Are Special Olympics Games for individuals with physical disabilities?**

Special Olympics is for individuals with intellectual disabilities, some of whom may also have physical disabilities. The Paralympics involve athletes with physical disabilities. (There are Special Olympics athletes who are able to compete in the Paralympics, but the Paralympics and Special Olympics are distinct.)

### **Who is eligible to participate in Special Olympics Games?**

To be eligible to participate in Special Olympics competitions, athletes must be at least 8 years old and identified as having an intellectual disability. Athletes must be at least 12 years old to compete in Provincial Games, and at least 14 years old to compete in National Games.

### **How prevalent are intellectual disabilities?**

Intellectual disabilities know no boundaries. They cut across the lines of racial, ethnic, educational, social, and economic backgrounds and can occur in any family. According to the World Health Organization, approximately 170 million people (three percent of the world's population) have intellectual disabilities—the largest disability population in the world.

### **Is Special Olympics just for young people?**

Special Olympics welcomes participants of all ages, including children, youth, and adults. Many athletes are involved in Special Olympics programs throughout their lives.

### **What is the appropriate language to be used when referring to athletes involved with SOBC?**

The emphasis is placed on the person, and not their condition. The preferred language is as follows: Jane Public, a person with an intellectual disability / Jane Public, who has an intellectual disability / John Public, a Special Olympics athlete.

# QUICK FACTS

Special  
Olympics  
British Columbia



## OUR MISSION

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through sport. Our vision is that sport will open hearts and minds towards people with IDs and create inclusive communities all across B.C.

## OUR PROGRAMS

SOBC offers year-round sport, youth, and health programs for all ages giving athletes the chance to get active, improve their health, develop skills, and strive for goals no matter what stage they are at in life.

**5,200** REGISTERED ATHLETES

**4,300** VOLUNTEERS

**55** COMMUNITIES



## COMPETITION CYCLE

YEAR

**1** LOCAL

**2** PROVINCIAL

**3** NATIONAL

**4** INTERNATIONAL



## ATHLETES BENEFIT FROM...



## SUMMER SPORTS

10-PIN BOWLING  
ATHLETICS  
BASKETBALL  
BOCCE  
GOLF

POWERLIFTING  
RHYTHMIC GYMNASTICS  
SOCCER  
SOFTBALL  
SWIMMING



## WINTER SPORTS

5-PIN BOWLING  
ALPINE SKIING  
CURLING

FIGURE SKATING  
FLOOR HOCKEY  
SNOWSHOEING  
SPEED SKATING

The majority of SOBC athletes compete in multiple summer and/or winter sports.

## ADDITIONAL PROGRAMS:

YOUTH PROGRAMS

CLUB FIT

HEALTH INITIATIVES

## YOUTH PROGRAMS

Family-centred and focused on motor and sport skill development through fun and positive movement.

**ACTIVE START**  
2-6 YRS.

**FUNDAMENTALS**  
7-11 YRS.

**SPORT START**  
12-18 YRS.

## CONTACT US

[www.specialolympics.bc.ca](http://www.specialolympics.bc.ca)

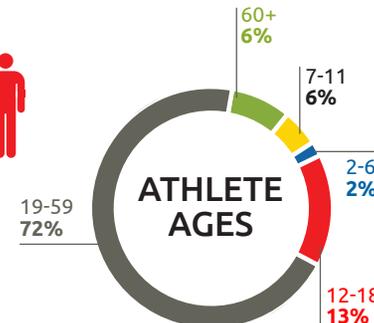
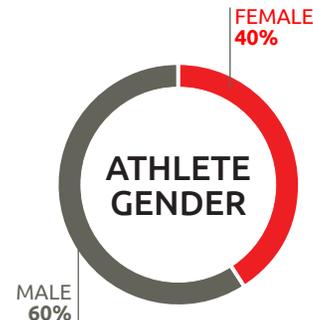
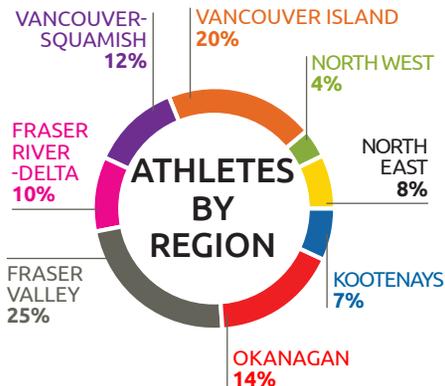
Toll Free 1.888.854.2276

Email [info@specialolympics.bc.ca](mailto:info@specialolympics.bc.ca)

Facebook & Instagram

@specialolympicsbc

Twitter @sobcsociety



# We inspire social change



Special Olympics is one of the world's most powerful and effective movements, one that forever changes the way people with intellectual disabilities are perceived and treated. Through the transformative power and joy of sport, Special Olympics reveals the champion in all of us.



- ★ We instill confidence, self esteem, and other life skills through real sport experiences.
- ★ We foster healthier athletes by developing lifelong physical fitness habits. We decrease the risk of obesity and other chronic diseases.
- ★ We change attitudes and create a more inclusive society. We believe that people with an intellectual disability can, and will, succeed when given the opportunity. We are levelling the playing field.
- ★ We strengthen communities by bringing people together, and promoting volunteerism and civic engagement.

***You can make a difference. Participate, donate, or volunteer!***

**Email** [info@specialolympics.bc.ca](mailto:info@specialolympics.bc.ca) **Tel** 1.888.854.2276 **www** [www.specialolympics.bc.ca](http://www.specialolympics.bc.ca)  
**Facebook & Instagram** [specialolympicsbc](https://www.facebook.com/specialolympicsbc) **Twitter** [@sobcsociety](https://twitter.com/sobcsociety)

www.specialolympics.bc.ca

Facebook and Instagram specialolympicsbc

Twitter @sobcsociety

APPENDIX C



# Wanted: fans of inclusion, inspiration, sport, and fun!

## Looking for a life-changing experience?

Volunteering with Special Olympics BC – Terrace is a rewarding and inspiring way to make a difference. There are many ways to get involved, including as a sport-specific coach, assisting coach, Local Committee member, and event volunteer. We offer:

5-pin bowling • Basketball • Bocce • Club Fit • Curling

Soccer • Swimming • Track and field

Special Olympics BC is dedicated to enriching the lives of individuals with intellectual disabilities through sport. Join our joyful community!

For more information, please contact:

**Alexander Walker**

250.615.1551

alexanderwalker101@gmail.com

**Special  
Olympics**  
British Columbia

