

Special Olympics
World Summer Games
ATHENS 2011



Special Olympics

**WORLD SUMMER GAMES
ATHENS 2011**



**«Let me win! But if I cannot
win let me be brave in the
attempt!»**

The Special Olympics Athlete Oath



Photo: Charis Akriviadis



photo : CHARIS AKRIVIADIS - akriavidis@otenet.gr No 10351_0423d.jpg

Special Olympics International Movement



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Special Olympics International Movement

Philosophy

Special Olympics is founded on the belief that people with intellectual disabilities can, with proper instruction and encouragement, learn, enjoy and benefit from participation in individual and team sports tailor-made to their own needs.

The movement believes that consistent training is essential to the development of sports skills, and that competition among those of equal abilities is the most appropriate means of testing these skills, measuring progress and providing incentives for personal growth.



Special Olympics International Movement

Mission

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.



Special Olympics International Movement

- Special Olympics is a truly global movement that stands as a leader in the field of intellectual disability.
- Special Olympics is an international non-profit organization founded in 1968 by Eunice Kennedy-Shriver, sister of the President John F Kennedy.
- The organization is dedicated to empowering individuals with intellectual disabilities to become physically fit, productive and respected members of society through sports training and competition.
- Special Olympics offer athletes the possibility to compete in 30 Olympic-type summer and winter sports
- Today, more than 3.1 million athletes participate in Special Olympics programs from 185 countries

Special Olympics International Movement

Latest Special Olympics host cities :

- USA – *N. Carolina (1999) – Summer Games*
- USA – *Alaska (2001) – Winter Games*
- Ireland – *Dublin (2003) – Summer Games*
- Japan – *Nagano (2005) – Winter Games*
- China – *Shanghai (2007) – Summer Games*
- USA - *Idaho (2009) – Winter Games*

Today, in the international Special Olympics movement, participate more than 550.000 athletes from the US, 500.000 from Europe, 700.000 from China, 410.000 from India, while in Greece the athletes are more than 12.000.



Special Olympics in Greece





Special Olympics in Greece

- Special Olympics Hellas is the official organization that represents Special Olympics in Greece.
- Special Olympics Hellas is a non-profit Sports and Education organization founded in 1987.
- Special Olympics programs are run by volunteers. The expenses for training, competitions and public awareness activities are being covered by sponsorships and individual donations, while a considerable part of these expenses is also covered by government grants.
- The President of the Hellenic Republic and the Hellenic Parliament have granted Auspices to Special Olympics Hellas.
- The organization is affiliated to the Hellenic Olympic Committee
- Special Olympics Hellas is officially recognized by the Ministry of Culture – General Secretariat of Sports as a Sports governing body.
- Up to date, Special Olympics Hellas offer training programs and competition opportunities in 26 Olympic-type Sports.
- From September to June of each year, Special Olympics Hellas, beyond the training sessions, organize local, regional and national Games.



Special Olympics World Summer Games ATHENS 2011



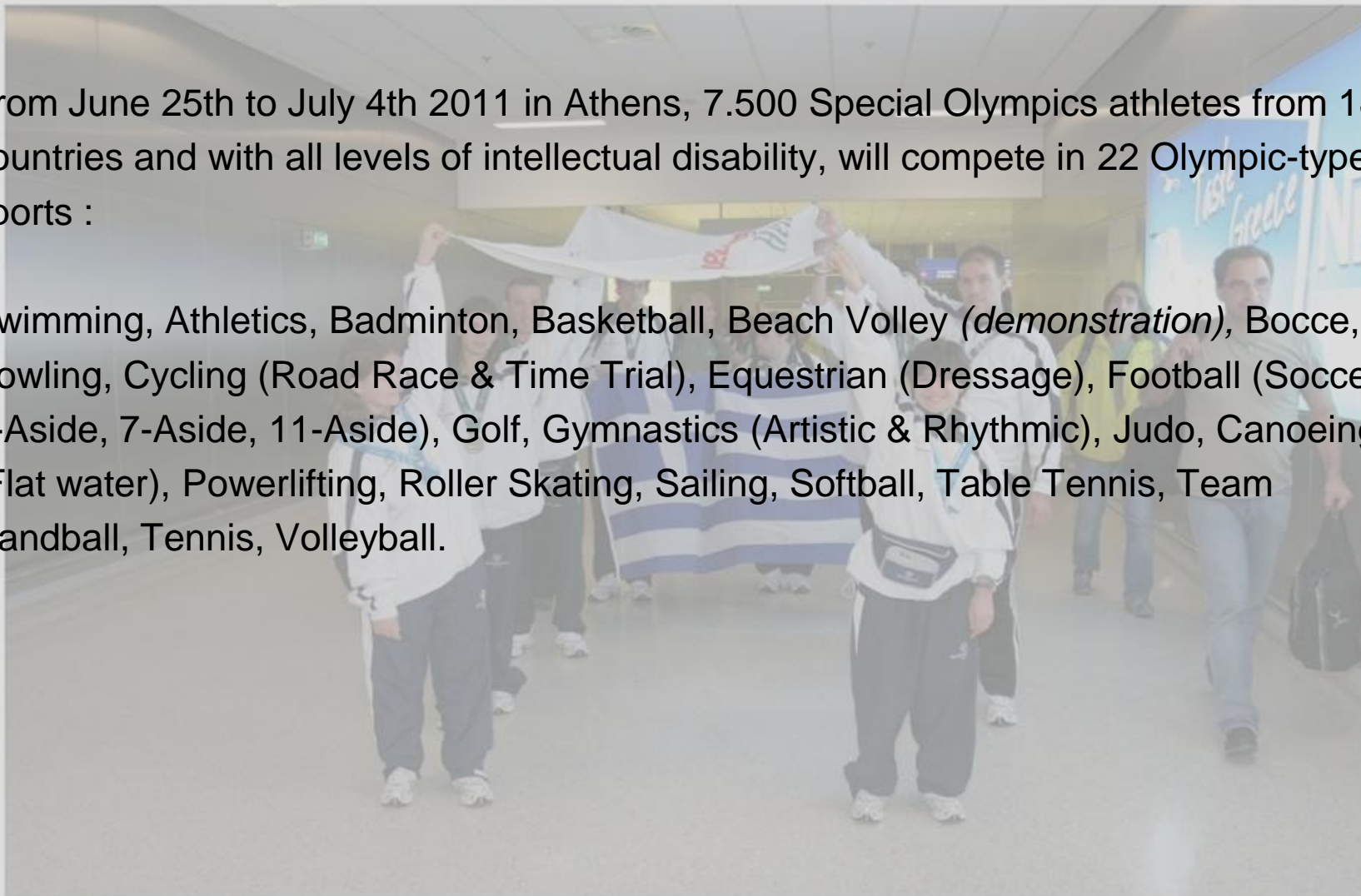


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SOWSG ATHENS 2011

From June 25th to July 4th 2011 in Athens, 7.500 Special Olympics athletes from 185 countries and with all levels of intellectual disability, will compete in 22 Olympic-type sports :

Swimming, Athletics, Badminton, Basketball, Beach Volley (*demonstration*), Bocce, Bowling, Cycling (Road Race & Time Trial), Equestrian (Dressage), Football (Soccer / 5-Aside, 7-Aside, 11-Aside), Golf, Gymnastics (Artistic & Rhythmic), Judo, Canoeing (Flat water), Powerlifting, Roller Skating, Sailing, Softball, Table Tennis, Team Handball, Tennis, Volleyball.





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SOWSG ATHENS 2011

SOWSG ATHENS 2011 in Numbers

Host Town	: June 20-24
Opening Ceremony	: June 25, Kallimarmaro Stadium
Closing Ceremony	: July 4, Kallimarmaro Stadium
Sports	: 22
Venues	: 30
Athletes	: 7.500
Coaches	: 2.500
Judges/Referees	: 3.000
Volunteers	: 25.000
S.O Families	: 40.000
Media	: 3.000
S.O Villages	: Agios Andreas Nea Makri Marathonas South Coast Hotels



Photo : Charis Akriavidis



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THE EMBLEM

The Emblem of the Special Olympics World Summer Games ATHENS 2011 is a radiant sun, the source of life that underlines the excellence and power of the athlete that takes part in the Games. Excellence is depicted in the olive branch and power in the spiral form in the center of the sun. The colors reflect the Greek landscape and project emotions like passion for life in the warm red, optimism in the orange, determination in the blue, freedom in the light blue and hope in the green.



SOWSG ATHENS 2011

THE OFFICIAL MASCOT

The Sun is the symbol of optimism, joy and glory.

Its light and warmth are considered a source of life and happiness. Greece, world renowned for its Sun, has since ancient times worshiped the Sun as a God.

Its selection as the Mascot of the Special Olympics World Summer Games ATHENS 2011, aims to convey the message of joy and optimism towards all athletes, and to welcome them in Greece with a big warm hug.

Even though in the Olympics Games, Apollon, as the god of Sun, is present only in the Torch lighting ceremony after being called by the High Priestess, in the Special Olympics of Athens, Apollon will be present and will spread its light to all our athletes, while they will be competing in the sports fields, by keeping the Flame of Hope lighted.





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THE MOTTO

The motto “I’m in” delivers a dynamic message, which refers to the value of participation. It inspires, gives incentive and impulse to all of us, volunteers, athletes, guests, Oas well as the general public in order to endorse the values of the Special Olympics Movement.

At the same time, the motto invites us all to embrace these –really unique- games that constitute the biggest international humanitarian event, hosted by our country in the year 2011.

The motto is in perfect harmony with the Hellenic philosophy and culture, as we Greeks, as a nation, always get together for a greater common cause.



SOWSG ATHENS 2011

Signature Events

The lighting of the “Flame of Hope”/ Global Law Enforcement Torch Run

The ceremony of the lighting of the “Flame of Hope” for the SOWSG ATHENS 2011 will take place at the Sacred Site of Pnyx, facing the Parthenon.

Following the lighting, the Torch will travel all over Greece and selected foreign cities to celebrate the 2011 SOWSG and display the Greek culture.



Photo: Charis Akriviadis



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SOWSG ATHENS 2011

Signature Events

Healthy Athletes program

Volunteer medical professionals will provide competing athletes with a variety of free health assessments, including visual, dental, E.N.T examination and physiotherapy around special facilities of the OACA Stadium.





SOWSG ATHENS 2011

Signature Events

Policy Summit:

Special Olympics International, in cooperation with the 2011 World Games Organizing Committee, will co-host a Policy Summit, in conjunction with the Games in Athens.

Dignitaries from around the world will gather to discuss the challenges and opportunities for full inclusion of people with intellectual disabilities.

Family Forum:

An activity tailored for family members of Special Olympics Athletes to enable them to learn more about the opportunities Special Olympics provide, creating a network of friends and supporters.



SOWSG ATHENS 2011

Signature Events

Global Youth Summit

Special Olympics believe that young people should be given the opportunity to make an immediate difference in the lives of people with intellectual disabilities.

Young people are already making a difference by volunteering with Special Olympics in a variety of ways. Whether participating in Special Olympics sports competition as Unified Sports teammates or simply by sitting and talking with a student with intellectual disabilities, youth are changing the minds of people around the globe, forging a more accepting, respectful and intelligent community for the future.

At the same time with the Special Olympics World Summer Games – ATHENS 2011, the Global Youth Summit will take place, with the purpose of bringing together 30-35 youth pairs, ranging from ages 12 to 17, and giving them the opportunity to discuss and develop strategies with Special Olympics to help reverse negative, stereotypical attitudes about people with disabilities.

The Global Youth Summit enables young people to talk openly about their needs / expectations and offer them the opportunity to describe ways to eradicate stereotypes and spread the message of Special Olympics to more people and to the MEDIA.



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Signature Events

Special Olympics Festival

During Special Olympics Games time period, a series of cultural events will be taking place in the main Athenian squares, transcending the message of SOWSG ATHENS 2011 in the unique framework that the unique Greek history and culture are offering.

Special Olympics Sports Experience

Games Spectators and guests will be given the chance to personally practice all 22 Special Olympics sports in designated areas around the City.





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Signature Events

Host Town program «Polis Amphitriton»

The Host Town program will be implemented between *June 20-24, 2011*. International delegations will be hosted for four days in different communities throughout Greece prior to their arrival in Athens for the Games.

The Host Town experience will give Special Olympics athletes a chance to learn more about Greek culture and acclimate to a new environment while at the same time it will help Greek citizens to learn more about people with intellectual disabilities.



HOST TOWN



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SOWSG ATHENS 2011

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Signature Events

Volunteers Program

The Special Olympics World Summer Games ATHENS 2011 Volunteers Program is aiming at offering an unforgettable and rewarding life experience to all people who will offer their volunteer services to the Games as well as a great sense of understanding and acceptance of people with intellectual disabilities.



VOLUNTEER



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ΑΘΗΝΕΣ

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Special Olympics Brand Research



During November 21-25, 2008, ALCO quantitative research, conducted a Special Olympics awareness research in a sample of 1.000 people 18+years old.

Through the research results we were given the chance to find out the awareness levels of Special Olympics in Greece.

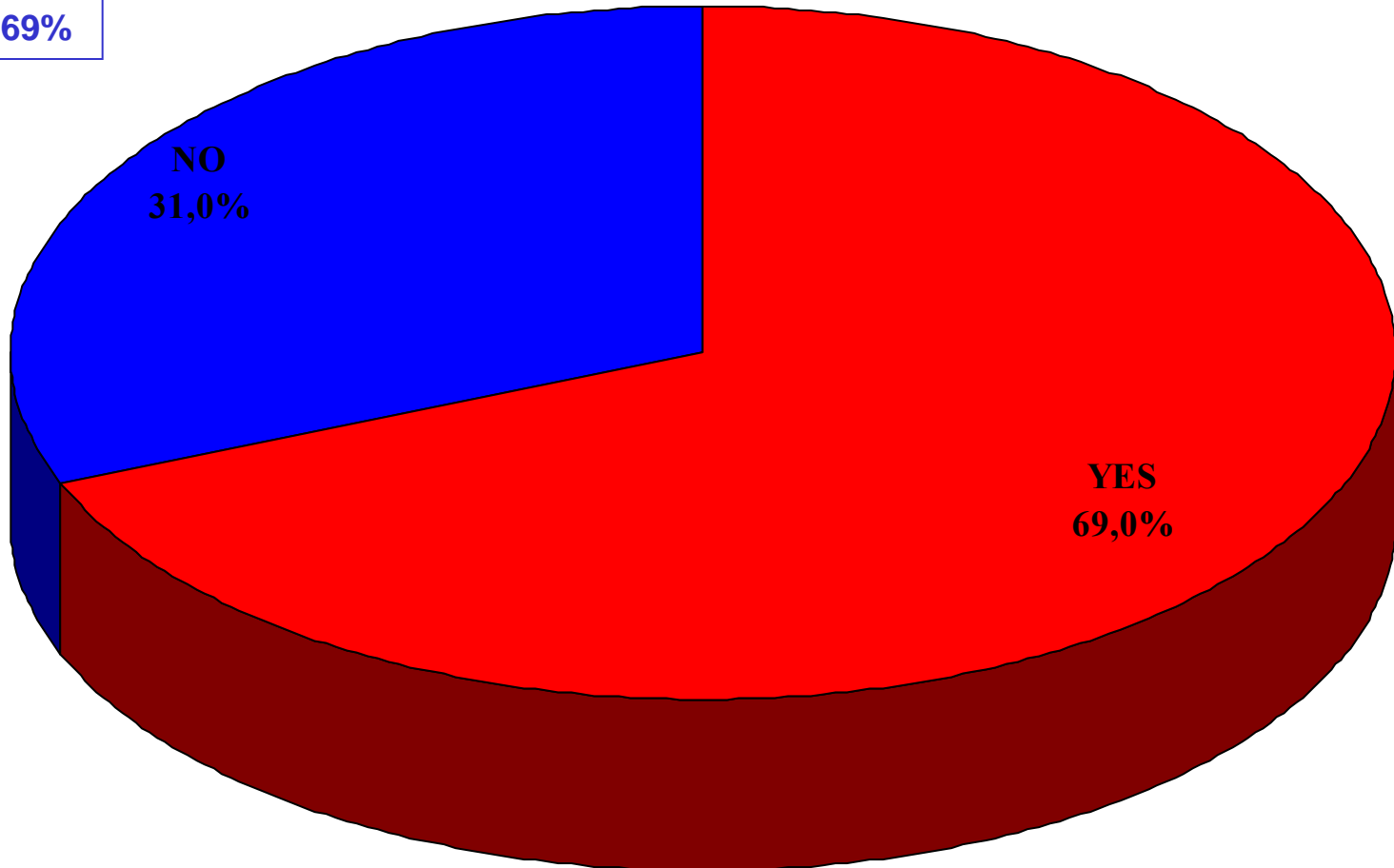


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Special Olympics Brand Research

Question ; Have you heard about the Special Olympics?

YES : 69%

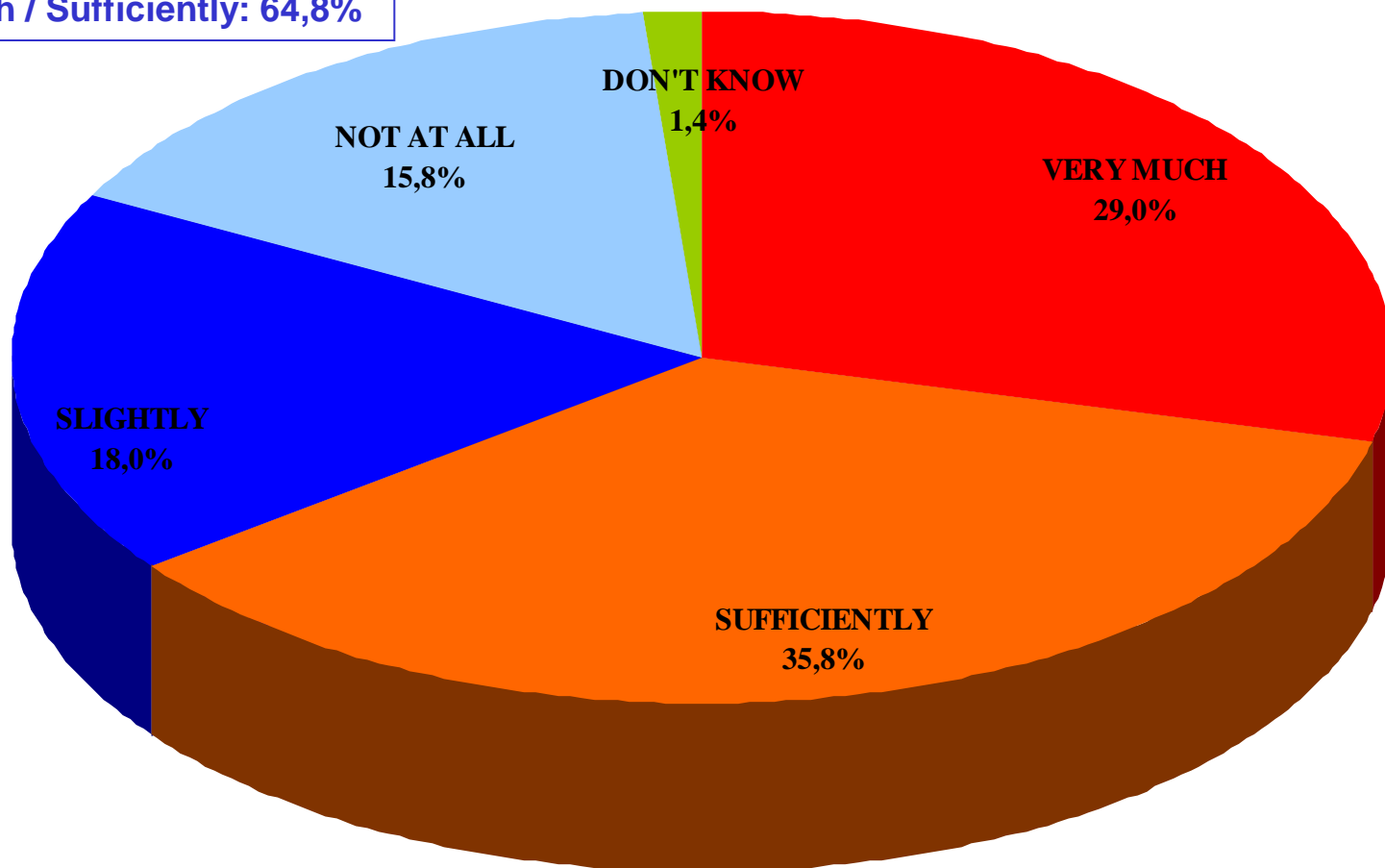


Source : Alco, Sample: 1000 people 18+y.o, Coverage : Greece, Methodology : phone interview

Special Olympics Brand Research

Question ; How probable is that you are going to watch the SOWSG Athens 2011 ?

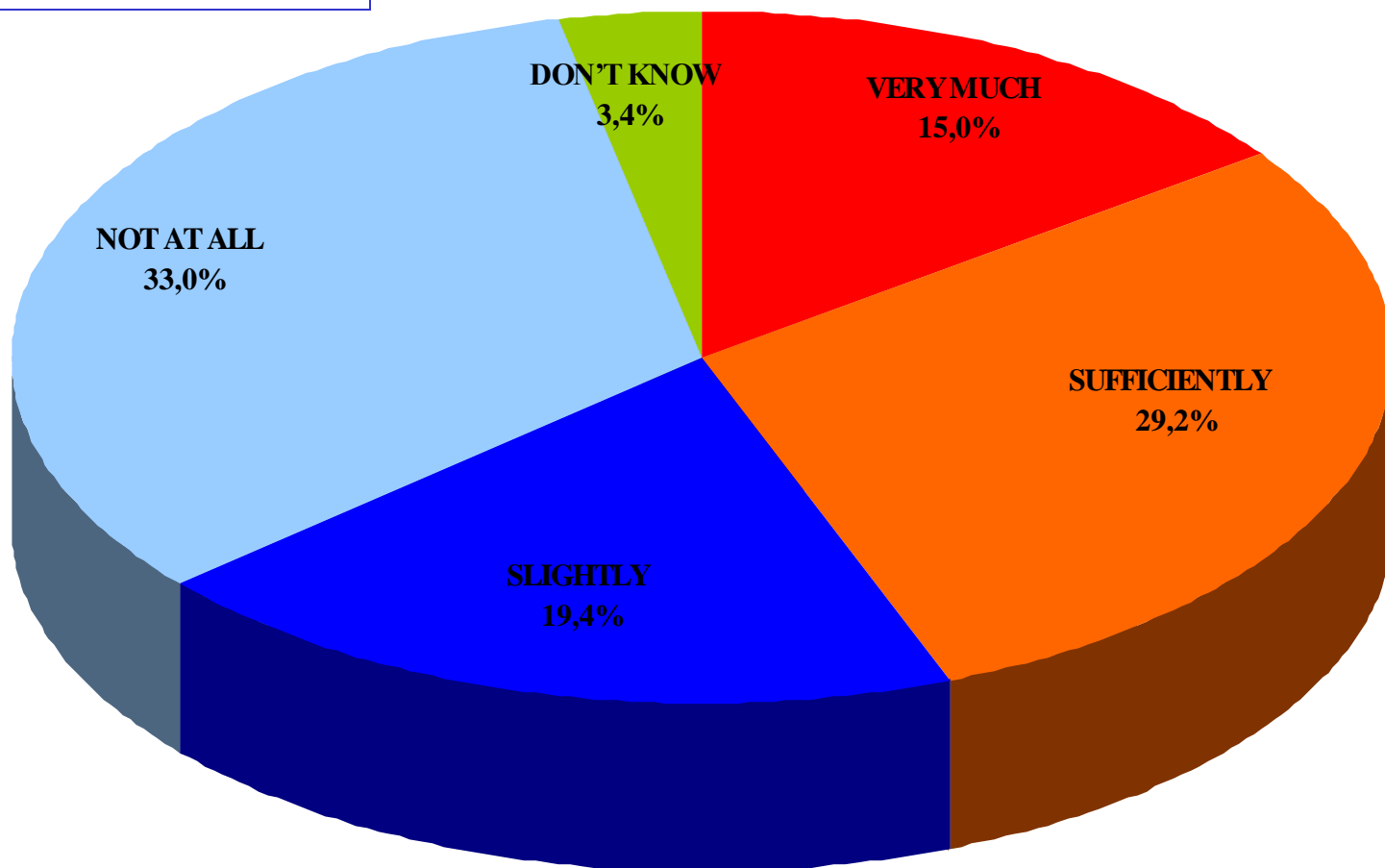
Very much / Sufficiently: 64,8%



Special Olympics Brand Research

Question ; How probable is that you are going to become a volunteer at the SOWSG Athens 2011?

Very much / Sufficiently: 44,2%



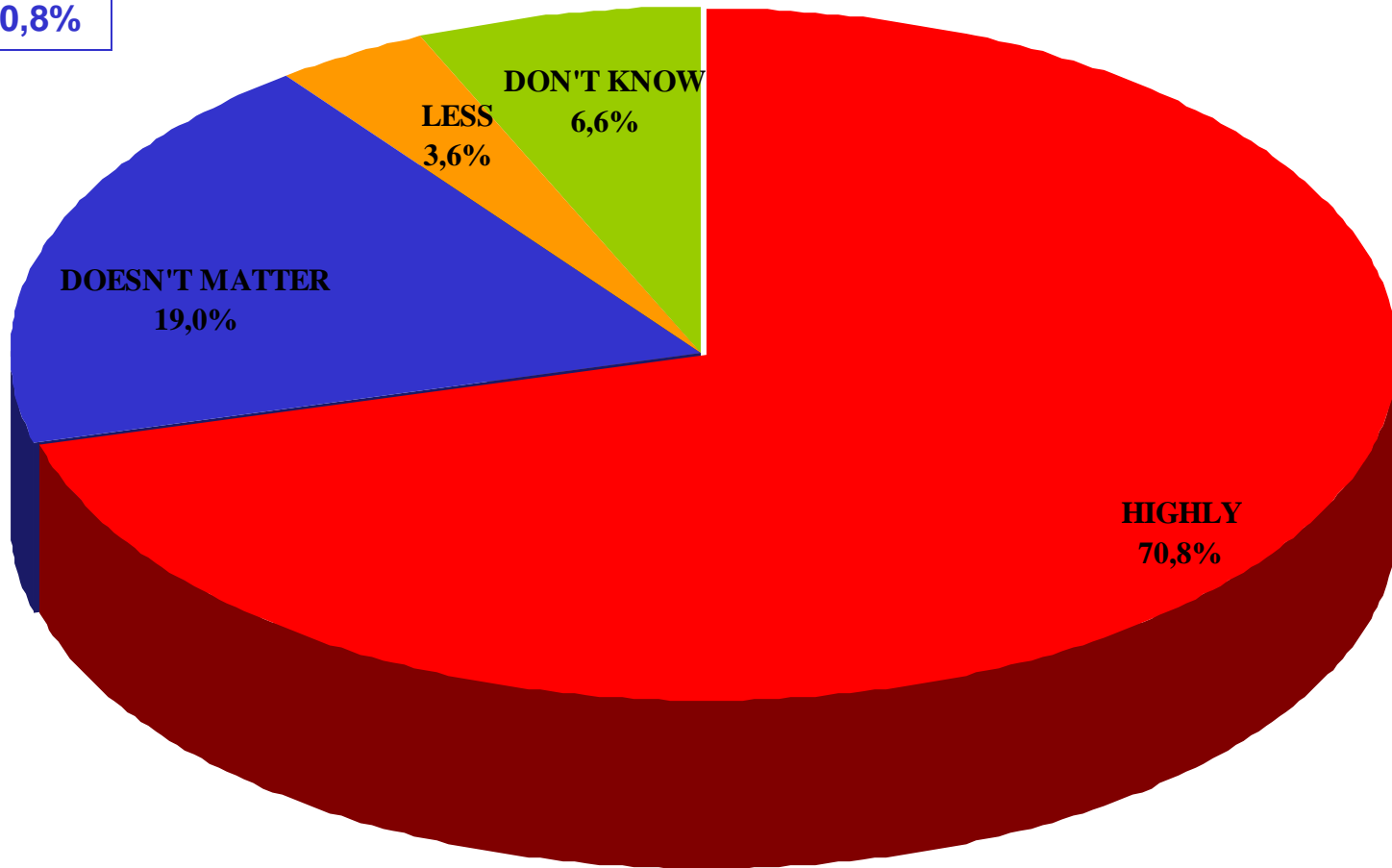


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Special Olympics Brand Research

Question ; How probable is that you are going to purchase SOWSG Athens 2011 sponsors' products?

Highly: 70,8%



Source : Alco, Sample: 1000 people 18+y.o, Coverage : Greece, Methodology : phone interview

Conclusion

« You can see it in their faces! Courage, Determination, Pride in the attempt...and in themselves. For Special Olympics athletes, the Games are about more than athletic competition. They are about overcoming barriers of all kinds...on the field, in the classroom, on the job and in the community. Don't miss this historic moment to share the winning spirit of Special Olympics»

Joanna Despotopoulou
President of the Organizing Committee
Special Olympics World Summer Games Athens 2011

Thank you!



www.athens2011.org



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