



JYSK Canada is a fan of acceptance, empowerment and inspiration ***JYSK Canada is a fan of Special Olympics***

Burnaby, BC, July 21, 2011—This year marks the fourth straight year that JYSK Canada has supported and celebrated the empowering spirit of Special Olympics with its month-long “Be a Fan: Coach, Donate, Compete” campaign in JYSK locations across the country. This weekend, Special Olympics BC (SOBC) athletes and volunteers will be welcomed into the BC stores to share their stories of inspiration, achievement and joy.

In JYSK's 2011 Be a Fan campaign, which is running from **July 1 to 31**, customers of the home furnishing retailer are being invited to make a donation at any of its 43 locations in support of the sport movement that offers athletes with an intellectual disability the opportunity to enrich their lives through year-round sport training and competitive opportunities.

JYSK customers can donate to Special Olympics either in stores or while shopping online at www.jysk.ca. All funds collected through the country-wide campaign will be used to provide sport training and competition opportunities to Canadians with an intellectual disability.

On Saturday (July 23), local SOBC athletes and volunteers will be in the nine JYSK stores around B.C. from 11 a.m. to 2 p.m. to celebrate the campaign and share the inspiring spirit of Special Olympics.

“JYSK is proud to be a national sponsor of Special Olympics Canada. JYSK is a fan of Special Olympics because we too are a fan of values like respect, commitment, generosity and pride. The ‘Be a Fan: Donate, Coach, Compete’ campaign is one other way JYSK invests in our communities since donations will stay in the communities where we live and do business,” said Lynne Williams, director of advertising at JYSK Canada.

“We are so grateful for the dedicated support that JYSK has shown for the Special Olympics movement in Canada and here in BC. Their enduring generosity and commitment have helped us enrich the lives of the 3,800 athletes with an intellectual disability who are participating in year-round sport programs in 55 communities around the province,” said SOBC President & CEO Dan Howe.

JYSK has been a national partner of Special Olympics Canada since 2006, continuing the tradition of sponsoring Special Olympics chapters worldwide that began when the company was founded in Denmark in 1979.

About JYSK Canada

There are currently 43 JYSK locations across Canada. The first Canadian store opened 15 years ago in Port Coquitlam, BC. Since then, the company expanded rapidly and now has a coast-to-coast presence from British Columbia to Nova Scotia. In addition to the “brick-and-mortar” stores, JYSK ships anywhere in Canada from its Online Store at www.jysk.ca.

About Special Olympics BC

Special Olympics BC is dedicated to providing individuals with intellectual disabilities opportunities to enrich their lives and celebrate personal achievement through positive sport experiences. In 55 communities around the province, we provide year-round training and competitive opportunities in 18 different sports to more than 3,800 athletes of all ages and abilities, thanks to the dedication of over 2,600 volunteers. For more information, please visit specialolympics.bc.ca.



Special Olympics
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