



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

OUR SOCIAL & DIGITAL MEDIA

- www.specialolympics.bc.ca
- Facebook, Instagram, YouTube, Flickr: @specialolympicsbc
- Twitter: @sobcsociety