



ABOUT THE SO TEAM BC 2024 TRAINING SQUAD

- The **Special Olympics Team BC 2024 Training Squad** is working toward competing with pride at the 2024 Special Olympics Canada Winter Games set to be held in Calgary, Alberta, from February 27 to March 4, 2024.
- Our team is comprised of 141 athletes with intellectual disabilities, 50 volunteer coaches, and 14 mission staff, from more than 31 communities across British Columbia.
- We are fortunate to have the support of a vital network of hometown training coaches, of our families, friends, and community supporters, and of the sponsors who help make Special Olympics programs and competitions possible.
- Our team will compete in eight sports at the National Games:
 - 5-pin bowling
 - Alpine skiing
 - Cross country skiing
 - Curling
 - Figure skating
 - Floor hockey
 - Snowshoeing
 - Speed skating
- The Special Olympics Team BC 2024 Training Squad athletes qualified for their spots on the provincial team through their performances at the [2023 Special Olympics BC Winter Games](#) in Kamloops last February.
- In Calgary, athletes will be competing for the opportunity to represent Canada at the 2025 Special Olympics World Winter Games (location to be announced).
- Being part of Special Olympics Team BC provides athletes with opportunities to build confidence, further develop their skills, and make new friends.
- Special Olympics Team BC's youngest athlete is 14, and the oldest is 78 – bowler Maurice Bernier of Port Alberni!



- Special Olympics Team BC athletes have worked hard to prepare for the National Games. This includes training at least three times a week with their local programs, participating in fitness programs and dryland training, working with sport-specific experts, and focusing on diet and nutrition.
- Special Olympics Team BC members will inspire everyone with their abilities, sportsmanship, and determination.
- Find SO Team BC information at www.soteambc2024.ca

ABOUT SPECIAL OLYMPICS BC

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.

- 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 – the youngest SOBC athletes are two years old, and the oldest are in their 90s!
 - 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 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 BC offers 18 summer and winter sports as well as youth programs tailored for children and youth with intellectual disabilities (ages 2 to 18) and fitness and health programming.



MEDIA INTERVIEWS

Before, during, and after Games, SOBC staff and Locals will pitch media outlets. Media decide whether to do stories and interviews. If you're asked to do an interview, you'll be supported – e.g. by your coach(es), your family, your mission staff. At Games, we will only accept interviews at times that work for you and for our team.

- Please do:
 - Relax and be yourself!
 - Share your stories and feelings about your sport and Special Olympics
 - Be clear and positive
 - Think about what you want to say before you start
 - Thank the reporter for their interest
 - Remember you're a representative of Team BC
- Please don't:
 - Speculate
 - Use media interviews to raise concerns
 - Comment on Games issues
 - Use slang or profanity

Sample media interview questions

- How long have you been a Special Olympics athlete? How did you get involved?
- What sports do you participate in? Do you have a favourite?
- What do you like most about your National Games sport?
- What is your proudest achievement with Special Olympics?
- How are you training for the National Games?
- What have your coaches taught you?
- What is your goal for the National Games?

Questions, feedback, ideas?

Please contact Jacob Lee, SO Team BC 2024 Communications Mission Staff

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SOCIAL MEDIA

- Please do:
 - Share your athletic achievements
 - Post about your hard work in training
 - Show team spirit
 - Express sportsmanship e.g. cheering for teammates and opponents
 - Use the official names – e.g. Special Olympics Team BC 2024 Training Squad; 2024 Special Olympics Canada Winter Games
- Please don't:
 - Post without thinking
 - Post things that are wrong
 - Complain
- General social media etiquette:
 - Be positive
 - Be kind
 - Have fun!
 - Remember posts can be seen by everyone
- What makes great content:
 - Powerful photos – faces, smiling/athletic effort, in focus, capturing key events/moments
 - Sharing articles from Special Olympics websites
 - Sharing Special Olympics websites
 - Telling your own stories (if you are comfortable)
 - Tag Special Olympics accounts
- Content you're welcome to share:
 - Team BC posts will be on Special Olympics BC's channels with #SOTeamBC2024
 - Facebook, Instagram, YouTube, Flickr, TikTok @specialolympicsbc
 - Twitter @sobcsociety
 - Special Olympics Canada Facebook, Twitter, Instagram @SpecialOCanada
 - SOC Games FB & Instagram @SOCWGCalgary2024, Twitter @SOCWGCalgary24