

## Virtual Summer Series – Key Messages

- The Virtual Summer Series is a brand-new event organized by the Law Enforcement Torch Run (LETR) for Special Olympics Alberta, running from June 15 to September 15. It was organized in response to the cancellation or postponement of all summer fundraising events that LETR would typically run over the summer months.
- Each leg of the series is only \$15 to register. Additional information and registration is available here: [www.specialolympics.ca/albertatorchrun/vss](http://www.specialolympics.ca/albertatorchrun/vss).
- This three-part series has suggested time frames for each leg of the event and we encourage people to complete the events during the suggested 30 day time frames (bike from June 15-July 15, run from July 15-August 15, walk from August 15-September 15). Because we are an organization of inclusion, distances will continue to be accumulated in our overall totals no matter when they are completed but will register on the progress thermometer once that leg officially starts. The series wraps up on September 15.
- Contacts: general information, please contact Matt at [sw.albertatorchrun@gmail.com](mailto:sw.albertatorchrun@gmail.com); promotions and sponsorship, please contact Chelsea at [cfidler@specialolympics.ab.ca](mailto:cfidler@specialolympics.ab.ca); technical questions, please contact Justin at [jhebert@specialolympics.ab.ca](mailto:jhebert@specialolympics.ab.ca).
- The Virtual Summer Series is a three-part event that includes biking, running, and walking. Participants can register for 1, 2 or 3 legs of the event, and can set their distance goals based on ability levels. Those that complete all three legs will receive a 2020 Virtual Summer Series medal!
- The Virtual Summer Series was created to encourage fitness and connection in our communities, during a time of physical distance, but also to raise some much-needed funds for Special Olympics Alberta. Donors can choose which Affiliate they'd like their funds to support. Like other charities, there has been a lapse in funding, specifically donations and event registrations. This event offers the opportunity to raise these funds in a safe and social way!
- As well as being a way to get active, this event is a fundraiser! Participants are encouraged to raise pledges while they are participating in any of the legs of the event, with incentives to help set fundraising goals! Participants can earn an event t-shirt, wireless ear buds, and a running jacket at the \$125, \$500, and \$1000 fundraising increments, respectively.
- The overall fundraising goal has been set at \$50,000 for this provincial fundraiser to help support Special Olympics Alberta as it continues to offer online training and workouts, virtual social opportunities, and mental health support to over 3,300 athletes.
- This event is open to the public and folks from across the world are invited to participate. We are encouraging everyone to get involved, get active, and get connected. With a variety of distance goals, people with most fitness abilities can participate!
- The event hashtag is #VirtualSummerSeries, and while you're sharing your progress during each leg, you can use #VSSBike, #VSSRun, or #VSSWalk! There is also a Facebook event that you can join, invite others, and share your progress: <https://www.facebook.com/events/869471773552104/>!