

## Join JYSK and *Be a Fan* of Special Olympics

*JYSK invites you to help support local Special Olympics athletes throughout the month of July*

FOR IMMEDIATE RELEASE

**Winnipeg, Manitoba – July 2nd** – Special Olympics Canada is pleased to partner with JYSK on the inaugural **“Be a Fan”** of Special Olympics campaign.

In the month of July, come join JYSK and **“Be a Fan”** of Special Olympics by showing your support of athletes with an intellectual disability in your community. The campaign will run from Wednesday, July 2 to Thursday, July 31. During the month of July Canadians will have the opportunity to **“Be a Fan”** for Special Olympics by donating at any of the 36 JYSK locations across Canada (to find a JYSK store location near you please visit [www.jysk.ca](http://www.jysk.ca)). All funds raised through the **“Be a Fan”**: **Donate, Coach, Compete** campaign helps support Special Olympics athletes in communities all across Canada.

“JYSK is proud to partner with Special Olympics Canada and we look forward to working with our customers to make the **“Be a Fan”**: **Donate, Coach, Compete** campaign a great success,” said JYSK store manager, **Murray Klassen**.

“The **Be a Fan”**: **Donate, Coach, Compete** campaign allows Canadians to help change the lives of athletes with an intellectual disability – just by donating,” said Deborah Bright, President & CEO of Special Olympics Canada. “JYSK continues to support the dreams of Special Olympics athletes allowing them to win on the playing field and to win at life.”

JYSK has been a national partner of Special Olympics Canada since 2006 when they became the largest Team Canada sponsor for the 2007 Special Olympics World Summer Games in Shanghai, China. JYSK is also a proud sponsor of Special Olympics across the globe. Special Olympics Canada is very pleased to continue to partner with JYSK to further develop more sport training and competitive opportunities for athletes with an intellectual disability.

Special Olympics Canada is dedicated to enriching the lives of Canadians with an intellectual disability through sport. It is a national not-for-profit grassroots organization that provides sport training and competition opportunities for over 31,000 athletes of all ages and abilities. More than 13,000 certified volunteer coaches are currently involved with Special Olympics programs every day in virtually every community nationwide. For more information, please checkout the website at [www.specialolympics.ca](http://www.specialolympics.ca).

### JYSK

JYSK is one of the leading and fastest-growing retailers in the world. First-established in 1979 in Denmark, the company is now present in 20 countries with over 1,000 stores; bringing “Quality-for-Less” to millions of customers every day. With a passion for Scandinavian design, our products range from furniture to accessories, including mattresses, bedding, and outdoor products that will enhance any living spaces with a sense of sophistication at affordable prices.

### JYSK in Canada

In Canada, the first JYSK store was opened in 1996 by Jakup Jacobsen in Coquitlam, BC. Today there are 36 JYSK stores in Canada including locations in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario and most recently Québec and Nova Scotia. JYSK will continue to expand across Canada over the next several years.

### For more information, please contact:

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