



Special Olympics Manitoba Awareness Week- Information and Messaging



HELP CREATE A MORE INCLUSIVE SOCIETY AND #AcceptWithNoException DURING SPECIAL OLYMPICS MANITOBA AWARENESS WEEK JUNE 12 – 18, 2022.

OUR ASK OF YOU

We are asking that YOU as one of our supporters, create a video message that can be shared on ***Why you love Special Olympics Manitoba.***

- Minimum resolution for all formats is 1080p
- Multiple aspect ratios are supported: Landscape aspect ratio is 16:9, square aspect ratio is 1:1, vertical aspect ratio is 4:5.
- Max file size for all formats is 4GB (*100MB maximum)
- Recommended video formats are .MP4 and .MOV.
- Video length max is 60 seconds

Please submit videos by Tuesday, June 7th to Kathleen at kmason@specialolympics.mb.ca and do not hesitate to reach out if you have any questions or need further details.

Further down in the kit are some guidelines, tips, and examples when creating your video.

INTRODUCTION

Special Olympics Manitoba Awareness Week was created by the Special Olympics Manitoba Honourary board who recognized there was a need to promote the awareness of the abilities of people with an intellectual disability participating in sport. In 2013, Bill 209 was passed by the Manitoba Legislature proclaiming the second week in June in each year as Special Olympics Manitoba Awareness Week.

Special Olympics Manitoba uses the transformative power and joy of sport to reveal the full potential of athletes with an intellectual disability and create inclusive communities. As the provincial sport governing body responsible for the delivery of sport for people with an intellectual disability we serve over 1800 Manitobans, from seven regions across the province offering opportunities in 18 different sports.

June 2022 marks the 10TH year of **Special Olympics Manitoba Awareness Week**. We are excited for the proclamation and have virtual celebration messages scheduled throughout the week connecting Special Olympics Manitoba with our communities, School programs and Law with the message of #AcceptWithNoException #WhyILoveSOM and #SOTogether.

CAMPAIGN SNAPSHOT

THE CAMPAIGN: Accept With No Exception: Why I Love Special Olympics

WHO: Special Olympics Manitoba Provincial Office, Regions, and all stakeholders (athletes, volunteers, sponsors, donors, family, friends, and fans).

WHAT: 'Accept With No Exception: Why I Love Special Olympics:' An integrated digital campaign to engage and spread awareness of Special Olympics Manitoba across the province.

WHERE: Social media // Traditional Media

HOW: Regions and stakeholders will be engaged in a content request in the lead up to Awareness Week

TIMELINE

June 1-30th- Manitoba50/50

June 1-30th- Featured Kinsmen Jackpot Bingo Charity

June 1- Proclamation reading in Legislative

June 4 and 5th – Kinsmen Outdoor Track and Field Meet

June 2-16 Sobeys Campaign

June 8- Proclamation Announcement in Winnipeg Free Press

June 9- Wellness and Inclusion Fair- Deloraine, MB

June 10- Greenway School Unified Sport Day

June 12-Campaign begins

June 14- Wolseley Golf Tournament

SOCIAL MEDIA POSTS- examples of captions that can be used

Caption for Families

Special Olympics uses the transformative power and joy of sport to reveal the full potential of athletes with intellectual disabilities.

We believe that people with intellectual disabilities can, and will, succeed when given the opportunity – we are leveling the playing field.

Special Olympics has impacted our lives.....(insert how)

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Caption for Sponsors

Special Olympics is a charitable organization that relies on public, corporate, and government support to deliver low-to-no cost athletic programs in communities across Manitoba.

For every \$1 invested in Special Olympics community sport programs in Manitoba a minimum of \$7 of social benefit is created through improved athlete physical and mental health and increased athlete employment.

I am happy to be a partner helping SOM enrich lives and create more inclusive communities.

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Caption for School Programming

School programs allows students to train and compete in 4 sports as a member of their school athletics program. There are dedicated events during school time that are designed to build confidence and competence across a wide selection of Special Olympics Manitoba official sports, basketball, bocce, athletics and soccer.

School Programs: Gives students ability to meet and participate in sport with schools from around the province. Teaches teamwork- Builds confidence- Learn social skills- Give students a sense of belonging-And most of all it creates a more inclusive society.

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Caption for Coaches

Special Olympics is the largest organization in Canada to provide grassroots sport programs and competition opportunities, from the local level to the world level, for people with intellectual disabilities. And they could not do it without volunteer coaches.

This is why I love to coach and volunteer with SOM...(insert reason)

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Caption for LETR

The Law Enforcement Torch Run® for Special Olympics is the largest grassroots fundraiser for Special Olympics with more than 100,000 law enforcement participants around the world.

For the past 40 years, members of the law enforcement community have been going above and beyond the call of duty for the most marginalized citizens in their communities and volunteering together for acceptance and inclusion on behalf of people with intellectual disabilities.

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Caption - General

Our Mission: Special Olympics Manitoba is dedicated to enriching the lives of individuals with an intellectual disability (ID) through sport.

Special Olympics is more than an event – Special Olympics Manitoba delivers year-round world-class sport programs to people with intellectual disabilities daily in communities across Manitoba.

This is why we LOVE SOM and choose to #AcceptwithnoException

#AcceptWithNoException #WhyILoveSOM and #SOTogether

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