



FOR IMMEDIATE RELEASE

October 26, 2006

### *Special Olympics Atlantic Region Car Lottery and Awareness Week*

The end of Special Olympics Awareness week in the Atlantic Provinces is the kickoff for a great new partnership and draw in Special Olympics in our region. Special Olympics PEI has joined forces with the three other Special Olympics chapters in the Atlantic Provinces to make SOAR (Special Olympics Atlantic Region) for a fantastic Car Lottery and Awareness Week. With the help of Toyota Canada, CTV Atlantic, Airmiles and nudgeworks, we will be giving away a brand new, 2007 Toyota Camry LE! Tickets for this car draw are available now at the SOPEI office (Mon-Fri, 8:30 am-4:30 pm) for \$5.00 each! All proceeds raised on PEI will stay on Pei to provide sport opportunities for people with an intellectual disability.

The winner of the Car Lottery will be drawn on December 15, 2006 on *Live at 5* on CTV. Four secondary prizes will be awarded in the days leading up to the main draw. These secondary prizes will consist of four tropical vacations for two, valued at over \$2500 each.

We are taking this opportunity to spread our Special Olympics message and promote what our organization can do for those with an intellectual disability through sport.

For information and Rules & Regulations for the SOAR Car Lottery, contact Special Olympics PEI at 1-800-287-1196, by email @ [sopei@sopei.com](mailto:sopei@sopei.com)

Visit us on the web at [www.sopei.com](http://www.sopei.com) or at [www.soatlantic.ca](http://www.soatlantic.ca)

### **Special Olympics Atlantic Region**

Special Olympics Atlantic Region (SOAR) is a group of Special Olympics Canada Chapters that have come together to communicate the Special Olympics message more effectively. The intent of this group is to use collective energies and talents to boost public awareness of Special Olympics in the Atlantic Provinces. By uniting our voices and resources, we can reach a much larger audience than we could as individual chapters. This initiative will not affect the day to day operations of sport within each chapter, which will remain independent partners This group is focused solely on public awareness in order to improve opportunities for athletes across the entire region.