



FOR IMMEDIATE RELEASE

October 20, 2006

Special Olympics Awareness Week

The week of October 23-29 has been declared by Premier Pat Binns and the Provincial Government of PEI as Special Olympics Awareness Week! Events will be taking place all week long across the island and all are encouraged to attend. We are taking this opportunity to spread our Special Olympics message and promote what sport can do for those with an intellectual disability.

If you or anyone you know is interested in learning more about Special Olympics, come out to an event in your community. Staff and volunteers will be on hand to answer any questions you may have. These events include social and sport aspects in an effort to portray a true image of what Special Olympics is about. So, come out to an event in your area and witness *Real Athletes, Real Coaches, and Real Sport*.

Throughout the week SOPEI will be releasing a series of "Did You Know" segments highlighting various aspects Special Olympics PEI. So, stay tuned and stay informed!

Events will include:

EAST PRINCE: Sunday, October 22 - Kensington Lanes from 3:30-5:00pm - bowling and munchies

WEST PRINCE: Tuesday, October 24 - Alberton Lanes from 6-8pm - bowling and munchies

CENTRAL: Tuesday, October 24 - Murphy's Recreation Center (old Basilica Rec Center) from 5-7pm - bowling and munchies

KINGS COUNTY: Thursday, October 26 - Fitness East in Montague from 6-8pm - swimming and munchies

Special Olympics PEI is a charitable organization dedicated to enriching the lives of Prince Edward Islanders with an intellectual disability through sport. Athletes can participate in either community or competitive sport streams and have the opportunity to train year-round and compete at games held provincially, nationally and internationally.

For more information regarding our organization please contact Special Olympics PEI Executive Director, James McClean at 368-8919 or via e-mail at james@sopei.com

Visit us on the web at www.sopei.com

Quick Facts & Key Message Pieces for Special Olympics Awareness Week

Special Olympics PEI is a non-profit organization which derives the majority of its funding through sponsorships and fundraising.

SOPEI has over 275 registered athletes competing in sport island-wide.

There are sport programs running 52 weeks a year, every year!

It's more than the national games. Each week in every community across the island, Special Olympics PEI is working to ensure that individuals with intellectual disabilities have access to sport.

SOPEI provides year round sport training and competition. Every week there are over 30 sport programs happening in communities across PEI

SOPEI is committed to getting coaches trained to the highest levels.

Athletes of all ability levels are encouraged to participate. Competitions are structured so that athletes compete with other athletes of similar ability in equitable divisions.

Special Olympics PEI has programs for people of all ages. Athletes can start as young as 2 years old in the Special Friends Program.