



## 2010 SPECIAL OLYMPICS USA NATIONAL GAMES – CLOSING CEREMONY AND YOUTH RALLY

### **Purpose:**

The Closing Ceremony of the 2010 Special Olympics USA National Games will include a National Youth Rally -- an interactive show focused on three areas:

**Educate** - highlighting the message of **sports as a powerful tool for social justice**, and to generate awareness among youth about Special Olympics and people with intellectual disabilities;

**Motivate** – featuring content created by youth around the world through multi-media web-based activities leading up to and during the event that inspire and **advocate on behalf of respect, dignity and inclusion for all**

**Activate** – inspiring action among youth by asking for commitments, using the experience of the National Games as a springboard for ongoing engagement with Special Olympics, and to **create a more accepting and welcoming community and world.**

### **Where and When:**

- Friday, July 23, 2010
- Bob Devaney Sports Center, Lincoln, Nebraska

### **Design:**

An estimated 5,000 youth with and without intellectual disabilities will gather for an inspiring and motivational event that will be a call to action for the youth of Nebraska and throughout the United States to take the experience of hosting the USA National Games forward as a new commitment to respect, dignity and acceptance for all. In addition, the National Youth Rally, through the power of social media and technology, will serve as a massive, national teaching moment addressing key issues of tolerance and acceptance and featuring content designed to make a strong motivation for activation that will impact youth in their communities and schools.

### **Outcomes:**

- Increase public awareness to the mission of Special Olympics and the goals of Project UNIFY;
- Create a surge of new youth advocates throughout Nebraska and nationwide, who will focus on inclusion and acceptance of their peers with and without intellectual disabilities;
- Conduct a high quality youth event that will maintain the traditional components of a Special Olympics Closing Ceremony;
- Underscore the excitement of the Games;
- Produce an integrated youth rally that includes athletes, partners, celebrities and others that is interactive, fun and educational;
- Highlight Project UNIFY projects through vignettes and personal accounts of successful youth activation programs;
- A showcase event that can be duplicated at a smaller scale in schools across the nation.