

HISTORY WAS MADE AND A FUTURE WILL BE SHAPED IN CHICAGO

This event is as momentous for Special Olympics as it is for Chicago.

- Brings participant families and team fans to the city
- Allows the city to shine without additional strains on existing infrastructure
- Showcases the beauty of Chicago via broadcast and online coverage of the pre-event and days-of events
- Re-establishes the city as the birthplace of the Special Olympics movement and positions Chicago at the forefront of the global movement for inclusion.

#SpecialOlympics50



SpecialOlympics50.org

Special Olympics



A PIVOTAL MOMENT FOR SPECIAL OLYMPICS

With more than 5 million athletes in over 170 countries, Special Olympics has come a long way since the first Games at Soldier Field, Chicago in 1968. While Special Olympics has always stood for inclusion, we will reveal a revolutionary new focus on unification of those with intellectual disabilities and those without. We will do it during a momentous week of sport, music and heritage.

As the birthplace of Special Olympics, there is no city more fitting than Chicago to serve as the global stage for launching our 50th anniversary year. Synonymous with vibrancy and diversity, Chicago will capture the hearts and minds of hundreds of millions of followers witnessing this spotlight on acceptance for all people.

A NEW DIRECTION FOR ALL

During our 50th anniversary, we will highlight Special Olympics' evolution from sports for people with intellectual disabilities to inclusive or "Unified" sports, combining people with and without intellectual disabilities.

A MEMORABLE APPROACH

A series of high-profile events will position Special Olympics for a future of inclusion, highlighting Chicago's leading role in the worldwide movement. We will tap into millions of social media followers of participating sports teams and musical acts, media partners and on-site audiences. Beyond the press and exciting events, the 50th anniversary celebration will establish Chicago as a model for inclusion in the city, for years to come.

SHARING OUR VISION

SPECIAL OLYMPICS UNIFIED CUP | 17-20 July

Toyota Park, Chicago

- Special Olympics Unified Football (soccer) men's and women's teams representing every region of the world will come to play in this inaugural tournament.
- All participating teams will be paired up with a professional or national football club as their sponsor.
- Special Olympics will engage broadcast partners to maximize coverage in Chicago and around the world.
- All teams will be hosted by Chicagoland Lions Clubs, Knights of Columbus and Rotary Clubs and practice on local college/university fields.

LAW ENFORCEMENT TORCH RUN | 20 JULY

Downtown Chicago

A ceremonial Law Enforcement Torch Run for Special Olympics will feature hundreds of law enforcement officers and Special Olympics athletes from throughout Illinois and the world as a lead-in event to the lighting of the Eternal Flame of Hope.

ETERNAL FLAME OF HOPE | 20 July

Soldier Field

At a ceremony on the 50th birthday of the Special Olympics movement, the city of Chicago will light up with a new eternal "Flame of Hope" that symbolizes a world of welcome and inclusion where everyone can learn, work, compete and play with the same rights and opportunities as others.

GLOBAL DAY OF INCLUSION | 21 July

Soldier Field and Northerly Island

Soldier Field, the birthplace of Special Olympics, will host a massive celebration, a festival of inclusion that will serve as the spark for people around the world to commit to making their cities more inclusive. This family friendly festival will offer sports activities, interactive games, exhibits, delicious food offerings, and live entertainment.

As evening comes, the excitement - and crowds - will build for a star-studded evening of live entertainment for 20,000 at Huntington Bank Pavilion at Northerly Island. Anchored by a distinguished host and master of ceremonies, the lineup will include A-list musical artists, international sports heroes, celebrity guests, Special Olympics athletes, and interspersed video content that will celebrate diversity, promote inclusion, and delight & inspire the live audience and viewers around the world.

