



INFORMATION GUIDE

ABOUT THE EVENT

This competition is a timed race over a distance of 12 feet. That's it. Twelve feet. That's all you have to go. You have to do it in teams of 25. Simple, right? Oh, one more thing - you have to pull a 757 Cargo Plane. And it is all for a great cause.

Test your strength, stamina, and endurance at the 12th annual Plane Pull on Saturday, Aug.19 at the Long Beach Airport. This unique competition puts you and a team of 25 against a 124,000 pound FedEx Boeing 757 to benefit Special Olympics Southern California athletes. No skill level — or muscles — required. The team that pulls the 124,000-pound aircraft 12 feet in the shortest amount of time wins! Each team is asked to raise a minimum of \$1,250 or an individual commitment of \$50 to support Special Olympics Southern California.

The Plane Pull is a fundraising event that is part of the Law Enforcement Torch Run® for Special Olympics Southern California. Many local officers and law enforcement agencies throughout southern California will have teams competing. So let's see if you are good as these trained professionals. For more information, registration and full schedule of the day, visit:

WWW.SOSC.ORG/PLANE Pull

ABOUT SPECIAL OLYMPICS SOUTHERN CALIFORNIA

Special Olympics Southern California enriches the lives of athletes with intellectual disabilities through sports, health, and leadership programs. Special Olympics helps athletes become more independent, build self-esteem, and live healthier lives. They inspire people to open their hearts and create more accepting and inclusive communities. All Special Olympics programs are free to the athletes and their families. Learn more at www.sosc.org.

ABOUT THE LAW ENFORCEMENT TORCH RUN

The Plane Pull is a fundraising event that is part of the Law Enforcement Torch Run® for Special Olympics Southern California. The Law Enforcement Torch Run is the largest grassroots fundraising program for Special Olympics and has raised more than \$1.7 million in 2015 for Special Olympics Southern California. Officers raise money through Tip-A-Cop dinners, Plane Pulls, 5K/10K runs, raffles, car shows, bike rides, Polar Plunges, golf tournaments, and other special events. Learn more about LETR at: www.sosc.org/LETR

PLANE PULL

SATURDAY • AUG. 19 • 9 A.M.
LONG BEACH AIRPORT

- Event begins at 9 a.m.
- Teams of 25 pull 125,000-pound plane
- Team of 25 - \$1,250
- Individual - \$50 (will be put on a team)
- Family Fest: free games, BBQ, kids area, sponsor exhibits and more

More Details:

WWW.SOSC.ORG/PLANE Pull

SOCIAL BASICS

Facebook
SpecialOlympics.socal
SoCalTorchRun

Twitter
@SOSoCal
@SoCalTorchRun

Instagram
@SOSoCal

HASHTAGS TO USE: (in order of use preference)

- #WeAreSOSC**
Special Olympics Southern California
Main hashtag
- #SpecialOlympics** - Special Olympics main hashtag
- #LETR** - Law Enforcement Torch Run
- #SOSCLETR**
- #PlanePull | #LETRPlanePull | #SOSCPlanePull**

PARTNERS TO TAG:

- Long Beach Airport:**
Facebook.com/LGBAirport
Twitter: @LBAirport
Instagram: @LGBAirport

BASIC HIGHLIGHTS

- Location: Long Beach Airport
- Start Time: 9 a.m.
- Teams of 25 compete by pulling a Boeing 757 12 feet.
- Fastest time wins. Winning team earns trophy and gift certificates to local restaurants. Trophies given to second and third place winners.
- Perfect corporate or organization team-building event.
- While team sign-ups are preferred, individual sign-ups are welcome (you will be assigned a team for the event).
- FAMILY FESTIVAL: Bring the family for the Plane Pull and enjoy the Family Festival on the tarmac. A BBQ is provided for participants and food booths will be available for additional options. The Family Festival also includes a car show, sponsor booths, a kids zone and much more.
- Each team is asked for a \$1,250 commitment (just \$50 per person) to Special Olympics Southern California.
- Fundraising incentive packages exist for team commitments of \$2,000 and \$2,500
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BRAGGING RIGHTS CHALLENGE

- Compete against other teams for bragging rights
- Announce a rival and a challenge, and see who comes out on top
- Winners given bragging rights plaque announcing the victory over your own rival

SAMPLE SOCIAL MEDIA POSTS - GENERAL

- Flex your muscles for @SOSoCal on Aug. 19 by pulling a 124,000 pound airplane! Join us on the tarmac this summer. Visit: sosc.org/planepull.
- Do you have what it takes to pull a 124,000 pound FedEx Boeing 757 airplane 12 feet? Support @SOSoCal and test your strength on Aug. 19 at the Long Beach Airport. Info: sosc.org/planepull
- Grab your friends and get ready to test your strength – it's time to PULL! Sign up for the annual Plane Pull fundraiser for @SOSoCal at the Long Beach Airport on Aug. 19. Visit: sosc.org/planepull
- Get timed to travel 12 feet and win great prizes! Simple. Oh, you'll be pulling a plane with 24 teammates. Join the fun of this unique fundraiser for Special Olympic athletes in SoCal. Visit: sosc.org/planepull

SAMPLE SOCIAL MEDIA POSTS – PARTNERS

- We're honored to join @SOSoCal on the Long Beach Airport tarmac on Aug. 19 at the annual Plane Pull fundraiser. We've already raised [\$amount], and our team is busy training. Donate or create your own team at: sosc.org/planepull.
- [Company Name] is pulling a plane for charity! On Aug. 25 of our staff members will test their strength for @SOSoCal by competing to pull a 124,000 pound airplane at Long Beach Airport. Donate to our cause or create your own team at: sosc.org/planepull.
- [Company Name] is a proud sponsor of the Special Olympics Southern California Plane Pull fundraiser on August 20 at the Long Beach Airport. Good luck to all the teams training for this exciting event! www.sosc.org/planepull

SAMPLE SOCIAL MEDIA POSTS – PARTICIPANTS

- I am going to pull a cargo plane! And I'm doing it to raise funds and awareness for Special Olympics athletes. Donate today and make a difference! www.sosc.org/planepull
- Me and 24 of my closest friends will attempt to pull a 124,000 pound plane to raise money for Special Olympics. Join me and strengthen the champion within at www.sosc.org/planepull.
- On Aug. 19, my strength and stamina will be put to the test at the Long Beach Airport. I will pull a 124,000 pound airplane for Special Olympics Southern California. Join me at www.sosc.org/planepull.

SAMPLE SOCIAL MEDIA POSTS – BRAGGING RIGHTS

- Hey <<RIVAL TEAM>> we challenge you for bragging rights. For every place we finish higher than you, <<RIVAL TEAM>> will donate an additional \$25 to Special Olympics. And we will do the same if you happen to be higher. Tag us and #PlanePull to accept. See you Aug. 19.
- Who wants to challenge us. We think we will finish a head of you. If we don't, we will donate \$25 to Special Olympics for each place you are ahead of us. Tag us and #PlanePull to accept our challenge. See you Aug. 19.