



Witness the Passion of Sports SUMMER GAMES

June 10 - 11 • Cal State Long Beach

www.sosc.org/summergames



INFORMATION GUIDE

ABOUT THE EVENT

On June 10 and 11, we will witness the human spirit on full display at the 2017 Summer Games at California State University, Long Beach. More than 1,100 athletes from across Southern California will compete for gold, silver, and bronze medals and ribbons. The Games features six sports — aquatics, track & field, basketball, bocce, golf, and gymnastics. Along with six sport venues, the Games include live music, games, law enforcement and sponsor booths, Young Athletes Festival, free health screenings for athletes through Healthy Athletes and more. Summer Games is one of two annual championships held at the conclusion of each sport season in Southern California. For more information, schedules, and locations, visit www.sosc.org/summergames.

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.

BASIC HIGHLIGHTS

- Begins at 9:30 a.m. with Opening Ceremony on Saturday, June 10 and runs through Closing Ceremonies at 3 p.m. on Sunday, June 11.
- FREE and open to the public - more than 3,000 volunteers and 6,500 local dignitaries, sponsors and spectators expected to attend
- More than 1,100 athletes and 300 coaches travel from all over Southern California
- Competitions include basketball, bocce, golf, gymnastics, swimming (aquatics), track & field (athletics)
- FESTIVAL: All weekend with games, live entertainment, law enforcement displays, sponsor booths and more
- Healthy Athletes: Free health screenings for Special Olympics athletes
- Young Athletes Festival: children with and without intellectual disabilities, ages 2-7, will participate in activities to develop mental and physical skills.
- Rafer's Boutique: Souvenirs, merchandise and more!
- Family Pavilion: unite with your community between events
- Fan Zone: sign making and everything you need to cheer on the athletes

SAMPLE SOCIAL MEDIA POSTS - GENERAL

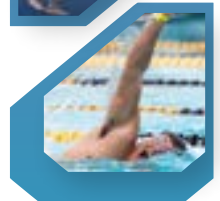
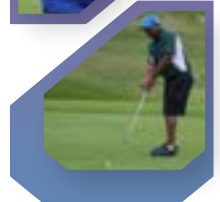
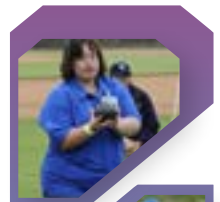
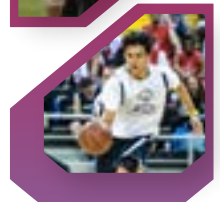
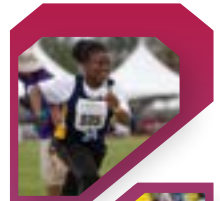
- Be a fan at the #SOSCSG at #CSULB on June 10-11. The Games are free and open to the public. Visit sosc.org/summergames for more information!
- Join <<me/person/company/group>> at the 2017 #SOSCSG on June 10-11, and cheer for your local champions as they compete for the gold! The Games are free and open to the public. sosc.org/summergames

SAMPLE SOCIAL MEDIA POSTS - SPONSORS

- [Company Name] has been a proud partner of @SOSoCal for [number] years. We're excited to cheer on the athletes at the 2017 #SOSCSG on June 10-11. Join us and be a fan! sosc.org/summergames
- At [Company Name], we believe volunteering has the power to change lives. It's why we will be at 2017 #SOSCSG on June 10-11 at #CSULB. Join us in the stands! sosc.org/summergames
- [Company Name] is a proud sponsor of the 2017 #SOSCSG. Witness the passion of sports and join us in supporting respect and inclusion for all on June 10-11 @CSULB. The Games are free and open to the public. sosc.org/summergames

SAMPLE SOCIAL MEDIA POSTS - ATHLETES

- Watch me compete at the 2017 #SOSCSG on June 10-11 at #CSULB. I will be represent [Region/Area] in [Sport]. More info: sosc.org/summergames



- Cheer me on as I compete for the gold at the #SOSCSG on June 10-11 at #CSULB. More info: sosc.org/summergames
- My team [Team Name] and I have worked very hard preparing for the #SOSCSG. Please come and cheer us on! sosc.org/summergames

SAMPLE SOCIAL MEDIA POSTS - COACHES

- I'm very proud of the dedication my athletes, and I invite you to experience the joy I get at every practice by joining us at the 2017 #SOSCSG: sosc.org/summergames
- On June 10-11, my Special Olympics athletes will compete for the gold at 2017 #SOSCSG Join me in celebrating their hard work this season! sosc.org/summergames
- As a Special Olympics coach, I have the privilege of changing lives through the power of sports. Join me at #SOSCSG and witness the joy and determination these incredible athletes share: sosc.org/summergames

SAMPLE SOCIAL MEDIA POSTS - FAMILIES

- [Name] is competing at the #SOSCSG on June 10-11 at #CSULB! I'm so excited to cheer [him/her] on! If you want to join me, message me or visit: sosc.org/summergames
- I'm so proud of [name] and everything [he/she] has accomplished. [She/He] will be competing at the #SOSCSG on June 10-11. I plan to cheer [him/her] on at the Games all weekend! If you're interested in joining, message me or visit: sosc.org/summergames
- It's been a long season of [sport] practices and competitions and the big weekend is finally here! [Name] will compete at the #SOSCSG at @CSULB on June 10-11! Please join me and cheer [him/her] on! Here's the info: www.sosc.org/summergames

SAMPLE SOCIAL MEDIA POSTS - VOLUNTEERS

- I'm so excited to be volunteering for the #SOSCSG for the [number] year! Volunteer registration is full, but be a fan and cheer on the athletes as they compete! I guarantee you will have an amazing day! Info: sosc.org/summergames
- I love volunteering for #SpecialOlympics because [insert why you love volunteering]. Join me on June 10-11 at #SOSCSG and cheer for the athletes as they compete: sosc.org/summergames

SAMPLE SOCIAL MEDIA POSTS - HEALTHY ATHLETES

- [Partner Name] is a proud partner of Special Olympics Healthy Athletes. On June 10-11, more than 1,100 athletes will be able to receive free health screenings at the #SOSCSG. We're very excited to give the gift of [smiles, vision, hearing, etc] to the athletes! sosc.org/summergames
- This weekend, [Partner Name] volunteers gave [number] free health screenings to Special Olympics athletes competing at #SOSCSG. Helping these athletes be their best off the court helps them succeed on the court. Info: sosc.org/summergames
- On June 10-11, I am volunteering at the #SOSCSG, providing free health screenings to the athletes competing. Special Olympics Healthy Athletes provides a fun and welcoming environment that removes the anxiety that often accompanies a visit to the [doctor's/dentist's] office. Visit: sosc.org/summergames
- According to the World Health Organization (WHO), despite the severe need and higher health risk, people with intellectual disabilities are denied health services, community interventions, and there is a lack of targeted interventions and programs for the population. That's why I'll be volunteering on June 10-11 at the #SOSCSG, using my skills to provide free health screenings for the athletes competing. If you're interested in watching the Games, admission is free and no tickets are required. Visit: sosc.org/summergames.

SUMMER GAMES:

SATURDAY • JUNE 10

9:30 a.m. - 5:00 p.m.

- Opening Ceremony - 9:30 a.m.
- Breakfast with Champions - 11:00 a.m. - 1 p.m.
Keynote Speaker: Steve Alford
Fundraiser Event - Individual Tickets: \$60
To purchase tickets, visit: www.sosc.org/bwc
- Competitions - 12:00 - 5:00 p.m.
- Awards Ceremonies

SUNDAY • JUNE 11

9:00 am - 3:30 pm

- Competitions
- Awards Ceremonies
- Closing Ceremony - 3 pm

More Details:

www.sosc.org/summergames



SOCIAL BASICS

Facebook

[SpecialOlympics.socal](https://www.facebook.com/SpecialOlympics.socal)



Twitter

[@SOSoCal](https://twitter.com/SOSoCal)



Instagram

[@SOSoCal](https://www.instagram.com/SOSoCal)

HASHTAGS TO USE: (in order of use preference)

#SOSCSG

*Special Olympics Southern California
Summer Games hashtag*

#WeAreSOSC

*Special Olympics Southern California
Main hashtag*

#SpecialOlympics

Special Olympics main hashtag

#SOSCSwimming

#SOSCTrack

#SOSCBocce

#SOSCGymnastics

#SOSCBasketball

#SOSCGolf

PARTNERS TO TAG

California State University, Long Beach:

Facebook.com/CSULB

Twitter: @CSULB

Instagram: @CSULongBeach

Partners: Albertsons Foundation/Vons Foundation

Facebook.com/TBA

Twitter: TBA

Instagram: TBA