

For Immediate Release

Date:



Special Olympics celebrates Police Week and the 30th Anniversary of the Ontario Law Enforcement Torch Run

CITY, ON – This year marks the 30th anniversary of the Ontario Law Enforcement Torch Run (OLETR) in support of Special Olympics. Law Enforcement has been the biggest and most crucial supporter (and #1 fan) of Special Olympics. They have been pivotal to the movement, changing the lives of over 23,000 individuals with intellectual disabilities through sports.

Special Olympics is engaging in a social media campaign social media during Police Week (May 14-20) to celebrate this milestone and to thank and showcase the importance of their involvement with the movement. Law Enforcement is by far the #1 fan of Special Olympics, raising close to **\$2 M** last year. OLETR is recognized as one of the most successful programs in the world – winning many awards for their efforts.

Police Week celebrations with Chief {name} and Special Olympics athletes will take place this week and will showcase how {Police Service name} is the #1 fan of Special Olympics.

Date:

Location:

Time:

Suggested press time:

“Our partnership with Law Enforcement is special in many ways. Not only does the program raise much needed funds for the organization, but the thousands of men and women in Law Enforcement have become great friends and comrades to the athletes and their families”, says Glenn MacDonell, President & CEO – Special Olympics Ontario. MacDonell goes on to say “the dignity and respect that’s afforded to the athletes by Law Enforcement goes a long way to instilling confidence and encouraging athletes to be the best they can be”.

Special Olympics Ontario

Special Olympics Ontario is part of a global movement that unleashes the human spirit through the transformative power and joy of sports. We empower people with intellectual

disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance. Special Olympics encourages sports and fun, bringing people together and breaks down stereotypes about people with intellectual disabilities through a unified sports approach.

For more information, visit specialolympicsontario.com.

Law Enforcement Torch Run

The Ontario Law Enforcement Torch Run® (LETR) is the largest public awareness vehicle and grass-roots fundraiser for Special Olympics. Known honourably as *Guardians of the Flame*, law enforcement members and Special Olympics athletes carry the “Flame of Hope” into the Opening Ceremony of local competitions, and into Special Olympics Provincial, National, Regional and World Games. Worldwide annually, more than 97,000 dedicated and compassionate law enforcement members carry the “Flame of Hope,” symbolizing courage and celebration of diversity uniting communities around the globe.

For more information, visit torchruntario.com.

-30-

Carolyne Allan

Marketing & Special Projects Coordinator

Special Olympics Ontario

Tel: 416-447-8326 ext. 252

Toll Free: 1-888-333-5515 ext. 252

carolynea@specialolympicsontario.com
