

FOR INFORMATION ONLY

CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS

May 20, 2015

TO: BOARD OF RECREATION AND PARK COMMISSIONERS  
FROM: MICHAEL A. SHULL, General Manager   
SUBJECT: 2015 SPECIAL OLYMPIC WORLD GAMES MARKETING UPDATE

Background

Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. Special Olympics 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 World Games (SOWG) 2015 Los Angeles

As the flagship event of the Special Olympics movement, the Special Olympics World Games will be held in Los Angeles from July 25 to August 2. More than half a million spectators will enjoy nine days of challenging and inspiring international competition as more than 7,000 athletes from 177 countries compete in 25 Olympic-type sports.

Promoting SOWG 2015

- Banners are being hung at various locations throughout our Park System (Griffith Park, Balboa Park, Cabrillo Beach, Elysian Park, Hansen Dam)
- SOWG presence on RAP main webpage
- SOWG volunteer link has been added on RAP's volunteer page
- SOWG presence on RAP Facebook
- Following SOWG Tweets and re-tweeting event promotions
- RAP will be hosting sporting events at three locations (Balboa Sports Complex, LA Equestrian Center at Griffith Park, Wilson and Harding Golf Courses), two additional locations that will be used as SWOG sites (EXPO Center, 1<sup>st</sup> and Broadway). SWOG links are added under calendar of events for each site.

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- RAP Media Relations Team is working with SOWG Media Relations Team to help promote events taking place at locations hosted at RAP facilities (prior and during events)
- Each region camp site has scheduled field trips to take camp kids to a variety of SOWG sporting events
- Kaiser Operation Splash Event theme will be geared towards SOWG 2015 (event being hosted at Downey Pool, June 8, 2015)

This report was prepared by Rose Watson, Public Information Director,  
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