



Special Olympics
Australia

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SPECIAL OLYMPICS
IX NATIONAL GAMES
APRIL 18-24
ADELAIDE
2010

MEDIA RELEASE

ADELAIDE SHORES SUPPORTS SPECIAL OLYMPICS 2010 NATIONAL GAMES

Organisers of the Special Olympics 2010 National Games, set to take place in Adelaide from 18 – 24 April 2010, today announced a major new sponsorship with Adelaide Shores which will see the popular tourism and recreation precinct become the hub of this unique national sporting event.

In announcing the partnership, Ms Judy Potter, Chair, Special Olympics 2010 National Games Board, stated that the alignment of the Games with Adelaide Shores is ideal given the organisation's focus on the value of sport, leisure and family.

"The event will bring over 1000 athletes to South Australia as well as more than 2000 parents, carers, coaches and officials from around Australia," Ms Potter says. "This creates an ideal opportunity for us to showcase Adelaide's fantastic facilities and hospitality."

While in Adelaide, the athletes will compete in a total of twelve sports – including sailing, soccer, softball and golf, which will take place within the Adelaide Shores precinct at West Beach. Athletes will also be accommodated at Adelaide Shores creating a 'Games Village' atmosphere.

Adelaide Shores Chief Executive Officer, Gareth Smith, said today, "We are delighted that Adelaide Shores will help create an active and shared experience for Australia's intellectually disabled through our support for the 2010 National Games."

Special Olympics is founded on the belief that people with an intellectual disability can, with proper instruction and encouragement, learn, enjoy and benefit from participation in individual and team sports in an environment that focuses on the athletes' abilities rather than their disabilities.

"The Special Olympics National Games are an outstanding example of accomplishment, inclusion and acceptance in our community and Adelaide Shores is pleased to support this significant event in Adelaide," Mr Smith said.

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SO, MY TIME TO SHINE!