Spread the Word Inclusion
Fact Sheet

WHAT
For the past 10 years, Spread the Word to End the Word has started the conversation on respect. To continue our conversation on respect, we want to go boldly into the next ten years. Spread the Word Inclusion is continuing our success through an ongoing effort by Special Olympics, Best Buddies and our supporters to inspire respect and acceptance by advocating for inclusive words and actions so that we can end discrimination of individuals with intellectual disabilities.

The campaign, created and reimagined by youth, is intended to engage schools, organizations and communities to rally and pledge their support of inclusion at www.spreadtheword.global and to promote the inclusion and acceptance of people with intellectual and developmental disabilities.

WHEN
The annual day of awareness is held the first Wednesday of March. While most activities are centered on or near that annual day in March, people everywhere can help spread the word throughout their communities and schools year-round through pledge drives, youth rallies and online activation.

WHO
Spread the Word to End the Word was founded by college students Soeren Palumbo (Notre Dame 2011) and Tim Shriver (Yale 2011) in 2009, and continues to be led by passionate young people, along with Special Olympics athletes and Best Buddies participants across the United States and in many other parts of the world.

WHY
Respectful and inclusive words and actions are essential to the movement for the dignity and humanity of people with intellectual disabilities. However, much of society does not recognize the hurtful, dehumanizing and exclusive effects of the exclusion of individuals with intellectual disabilities.

Language affects attitudes. Attitudes impact actions. Make your pledge for inclusion today at spreadtheword.global.

HOW
Visit www.spreadtheword.global to learn how you can Spread the Word Inclusion.

For more information, contact:
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