



Press release re: Special Olympics GB appoint Sport Collective

Media release dated: 03 May 2018

### **Special Olympics GB appoint Sport Collective to develop commercial programme**

The registered charity responsible for operating the global Special Olympics programme in the UK has appointed sports rights and marketing agency Sport Collective to develop its commercial strategy and programme.

Special Olympics changes lives. 10,000 athletes train and compete throughout the year in the UK but there are 1.5m people with an Intellectual Disability (ID) currently; that is expected to rise by 14% by 2021.

Funded via Sport England, Sport Collective will work closely with Special Olympics GB to develop and implement new strategies to increase revenue, VIK and marketing value and to support the Special Olympics GB team for the upcoming World Summer Games in Abu Dhabi 2019. The ultimate aim for the charity is to use sport as a tool to give every person with ID the chance to train and compete in order to demonstrate their abilities, develop new skills and confidence and become recognised for the inclusive, valued member of society they are.

Murton Mann, Chairman of Special Olympics GB said: "Today is a pivotal moment in Special Olympics GB's history as it transforms itself and reaches all people in GB with an Intellectual Disability to offer the opportunities to develop and demonstrate their skills – both sporting and personal. We are thankful for the support of Sport England at this key moment. To help achieve our ambition we are excited to be working with Sport Collective who have signed up to the Inclusion Revolution to make a difference – we ask brand partners to join us too".

Peter Daire, Director of Sport Collective said: "Special Olympics is an incredible movement that supports 5.7m athletes with an Intellectual Disability, globally. In the UK there are 1.5m people with ID, 50% of which live in poverty, and every one of them deserves the chance to compete in sport. We need brands to invest to make this happen and we are honoured to be working with the team at Special Olympics GB to support this objective"

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## **Sport Collective**

Founded by The FA's two former commercial heads, Sport Collective is a specialist sports rights and marketing agency working with major sports rights holders and brands to maximise commercial strategy and value. Sport Collective has vast experience of managing and executing global commercial programmes and business planning. Sport Collective's Training Workshops support the sport business leaders of tomorrow. For more detail visit [www.sportcollective.com](http://www.sportcollective.com)

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## **Special Olympics GB**

Special Olympics GB is a charity and the largest provider of a year-round sports programme in Great Britain and supports over 10,000 people of all abilities with intellectual (learning) disabilities. Across, England, Scotland and Wales, approximately 27,000 regular sports coaching sessions of at least one hour are delivered locally each year by 140 accredited programmes across 28 different sports. This extensive programme is led by over 4,000 dedicated volunteers in a variety of sports coaching, administrative, event, logistic, fundraising and supporting roles.

For Special Olympics GB athletes, excellence is personal achievement, a reflection of reaching one's maximum potential – a goal to which everyone can aspire. For those Special Olympics athletes who attain an elite level in their sport, we support a pathway into Paralympics and other elite competitions.

Special Olympics GB is part of a global movement that provides year-round sports training and athletic competition to over 5 million children and adults with intellectual disabilities in more than 170 countries. Founded in 1968 by Eunice Kennedy Shriver, sister of President John F Kennedy, Special Olympics provides people with intellectual disabilities opportunities to realise their potential, develop physical fitness, demonstrate courage, experience joy and build friendships.

Special Olympics is recognised by the International Olympic Committee (IOC) as a member of the Olympic family. It is the only sports organisation authorised by the IOC to use the word 'Olympics' in its title.

There are an estimated 1.5 million people (2% population) with an intellectual disability in the UK. The year-round sport provided by Special Olympics is important to people with learning disabilities because adults and children with intellectual disabilities tend to have poorer health and the many emotional and physical problems associated with inactivity.

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