



Special Olympics
Alaska
 Be a fan™



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www.r-word.org

Upcoming Events:

- Spread the Word to End the Word: March 3
- Winter Games: March 12-14
- 12th Annual Auction: April 9
- Coaches Training: May 1-2
- Alaska Law Enforcement Torch Run/Pledge Drive: May 15
- Summer Games: June 11-13
- 2010 Camp Shriver Alaska: July 12-23
- National Games: July 18-23

What Is Spread the Word to End the Word?

Spread the Word to End the Word is a campaign created by youth, in an ongoing effort with Special Olympics and Best Buddies International, to engage schools, organizations and communities by raising the consciousness of society about the dehumanizing and hurtful effects of the word “retard(ed)” and encouraging everyone to stop using the R-word.

On March 3, 2010, throughout our country youth are leading the second annual day of awareness to *Spread the Word to End the Word* by encouraging people to rally and pledge their support at www.r-word.org with the goal of reaching 100,000 pledges. The day will be devoted to educating and raising awareness of the positive impact individuals with intellectual and developmental disabilities have in our communities and why the use of the R-word is hurtful, even in casual conversation.

Why The R-word Must Go.

For years, Special Olympics has been addressing the pejorative use of the words “retard” and “retarded” by raising the consciousness of society about the hurtful and damaging impact those words have on people with intellectual disabilities, their families and friends. Often unwittingly, the word is used to denote behavior that is clumsy, hapless, and even hopeless. But whether intentional or not, the word conjures up a painful stereotype of people with intellectual and developmental disabilities. Respectful and inclusive language is essential to the movement for the dignity and humanity of people with intellectual disabilities.

Spread the Word to End the Word in Alaska

In Alaska, youth involved in the Special Olympics Alaska School Program are actively participating in campaigns to end the derogatory use of this word. Students at East High School, Colony High School, Cordova High School, and Service High School have taken the initiative to *Spread the Word to End the Word* in their schools. These types of activities unite Alaskans through acceptance and inclusion.

To show your support, please go to www.r-word.org to take the pledge. You can also visit us on facebook by becoming a fan of Special Olympics Alaska.