



Special Olympics

New Jersey

NEWS RELEASE

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FOR IMMEDIATE RELEASE

February 18, 2010

JERSEY CITY RALLY PLANNED TO “SPREAD THE WORD” ON UNITY

Event will include 40 schools and more than 1500 students from throughout the district.

LAWRENCEVILLE, NJ – Jersey City Public Schools and Special Olympics New Jersey will host a “Project Unify – Spread the Word to End the Word” rally at St. Peter’s College on Friday, March 5 from 9:30 a.m. to 12:30 p.m.

More than 2,200 students and staff are expected to attend the event which is part of the ongoing “Project Unify” initiative within the Jersey City Public Schools designed to promote unity among students with and without intellectual disabilities. Student performances during the rally will include skits, raps, songs, spoken word, and dance. All acts were created by the students in support of a caring learning environment for all students within an accepting and inclusive community. Themes will include empathy, unity and respect.

Spread the Word to End the Word is a Special Olympics supported campaign devoted to educating and raising awareness about individuals with intellectual disabilities and the offensive use of the “R-word.” Activities will commence across the country on March 3 - engaging 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 word. Students and schools across the U.S. will unite in their challenge for everyone to think before they speak.

Currently Jersey City has more than 4500 students that participate in Special Olympics within their schools including Unified programs where students with and without intellectual disabilities participate in sport together.

For more information on the Spread the Word to End the Word campaign, please visit www.r-word.org. To learn more about competing, volunteering or supporting Special Olympics New Jersey, visit www.sonj.org.

About Special Olympics New Jersey

Special Olympics New Jersey provides year-round sports training and athletic competition in a variety of Olympic-type sports for more than 21,000 children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Project UNIFY (or the National Youth Activation Project)

“Project UNIFY” will establish a national capacity and commitment to support individuals with intellectual disabilities through an integrated program of education in the classroom and community, hands-on experiences, and purposeful leadership development among America’s youth.