



Special Olympics
New Jersey

PRESS RELEASE

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Horizon Blue Cross Blue Shield of New Jersey Has Teamed Up with Special Olympics New Jersey to Send 52 Athletes to the 2010 National Games

LAWRENCEVILLE, NJ — Horizon Blue Cross Blue Shield of New Jersey is supporting Special Olympics New Jersey athletes who are competing in the 2010 Special Olympics USA National Games in Lincoln, Nebraska, July 18 - 23, 2010.

The Blue Cross and Blue Shield Association (BCBSA) is an official partner of Special Olympics North America. In collaboration with the national partnership, 24 Blue Cross and Blue Shield companies have committed to supporting the team within their state.

For many years, Blue Cross and Blue Shield companies have joined with local Special Olympics programs across the United States. This local support helps to fund events, equipment, transportation and other necessities for competition, in addition to initiatives in health, education, inclusion, athlete leadership development and support for families. This national partnership is part of a larger effort throughout the Blue Cross and Blue Shield System to make a difference nationally and locally by investing resources aimed at fostering healthy lifestyles in their communities.

With sports at the core, Special Olympics is the world's largest movement dedicated to promoting respect, acceptance, inclusion and human dignity for people with intellectual disabilities. With programming in the areas of health, youth and education, family support, research and policy change, Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continued 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 their communities.

Special Olympics New Jersey provides year-round sports training and competition in 24 sports to more than 21,000 children and adults with intellectual disabilities, completely free of charge.

For more information on Team New Jersey and the 2010 National Games, visit www.sonj.org.