



Spread the Word to End the Word Fact Sheet

WHAT

Spread the Word to End the Word™ is an ongoing effort by Special Olympics, Best Buddies International and our supporters to raise the consciousness of society about the dehumanizing and hurtful effects of the word “retard(ed)” and encourage people to pledge to stop using the R-word.

The campaign, created by youth, is intended to engage schools organizations and communities to rally and pledge their support at www.r-word.org with a goal of reaching 100,000 pledges.

WHEN

Most activities are centered annually in March, but people everywhere can help spread the word throughout their communities and schools year-round thru pledge drives, youth rallies and online activation.

WHO

The effort is spearheaded by college students Soeren Palumbo (Notre Dame 2011) and Tim Shriver (Yale 2011), and led by young people, Special Olympics athletes and Best Buddies participants across the country.

Celebrity activist John C. McGinley of the hit show “Scrubs” is a spokesperson for the campaign.

WHY

Respectful and inclusive language is 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 word “retard(ed).”

It is time to address the minority slur “retard(ed)” and raise the consciousness of society to its hurtful effects.

HOW

Visit www.r-word.org to learn how you can **Spread the Word to End the Word**.

For more information, contact:

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