



**NEWS RELEASE**  
**February 27, 2014**  
**TWO PAGES**

### **Spread the Word to End the Word Day**

National **Spread the Word to End the Word** day is Wednesday March 5<sup>th</sup>, 2014. Schools and communities across the nation will take part in this on-going campaign to be a fan of respect and join together to stop the use of the word “retard(ed)” or as we call it, the “R-word”.

Over 400,000 people have pledged their support since the campaign launched in 2009, and we hope you can join us by making your pledge to end the use of the R-word and begin using the new R-word "Respect"! Locally, students at Righetti High School, Pioneer Valley High School, and Orcutt Academy will be holding “R-word” rallies on their campuses on Wednesday, March 5th in an effort to **Spread the Word to End the Word** and create acceptance and inclusion on their campuses. Orcutt Academy’s rally will begin at 11:20 a.m. Righetti High School and Pioneer Valley High School’s rallies will begin at 12:20 p.m.

Visit [www.r-word.org](http://www.r-word.org) to take the pledge and create a community of acceptance and inclusion for people with intellectual and developmental disabilities.



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**Special Olympics**  
*Southern California*

[www.r-word.org](http://www.r-word.org)

## Spread the Word to End the Word Campaign

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### ABOUT THE R-WORD CAMPAIGN

- ◆ Spread the Word to End the Word™ is an ongoing effort by Special Olympics, Best Buddies and our supporters to raise the consciousness of society about the dehumanizing and hurtful effects of the word “retard” and encourage people to pledge to stop using it.
- ◆ The campaign, created by students with and without intellectual and developmental disabilities (IDD) in 2009, is intended to engage schools organizations and communities to rally and pledge their support at [www.r-word.org](http://www.r-word.org) and to promote the inclusion and acceptance of people with intellectual and developmental disabilities.

### ANNUAL DAY OF AWARENESS

The official annual day of awareness is held the first Wednesday of every March. While most activities are centered on or near that annual day in March, people everywhere can help spread the word throughout their communities and schools year-round thru pledge drives, youth rallies and online activation. Find an R-word event near you at [www.r-word.org/r-word-events.aspx](http://www.r-word.org/r-word-events.aspx).

### WHY YOU SHOULD HELP

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

The Spread the Word to End the Word campaign continues to make great strides in the fight to eliminate the use of the R-word. The campaign continues because passionate supporters have created communities of respect and lasting impact.

To learn how you can **Spread the Word to End the Word**, visit [www.r-word.org](http://www.r-word.org). For more information, contact Patrick Taillon at [ptaillon@sosc.org](mailto:ptaillon@sosc.org) or 310.400.3108.

### ABOUT SPECIAL OLYMPICS SOUTHERN CALIFORNIA

Special Olympics Southern California offers year-round sports training and competition for children and adults with intellectual disabilities. More than 11,000 athletes in 11 Southern California counties train and compete in 12 Olympic-type Summer and Fall sports. There is no cost for athletes to participate in Special Olympics. For more information about Special Olympics, please visit [www.sosc.org](http://www.sosc.org).

