



## MEMO

To: Community Management Team Leaders

From: Jessica Bjornstad, Community Fundraising and Public Relations  
Manager

CC: Sarah Arts, Director of Sports and Programs

Date: September 14, 2016

Re: Eunice Kennedy Shriver Day

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Hello Community Leaders! Eunice Kennedy Shriver Day is only a ten days away! Special Olympics Alaska is excited to see Eunice Kennedy Shriver's legacy embrace each community statewide as we *Play Unified to Live Unified*.

Please see below regarding Eunice Kennedy Shriver Day 2016:

- Eunice Kennedy Shriver Day(EKS) - **September 24, 2016**
- Here is a list of how we would like to celebrate EKS Day
  - For those who offer bowling- Please have a 10 minute celebration during your bowling practice the week of EKS Day
  - For those who do not offer bowling- Please consider having a get together or Unified Sports Night to celebrate Eunice Kennedy Shriver
- Social Media/Marketing
  - Take 3 pictures and post to Facebook or send to me to post on Special Olympics Alaska Facebook page(get a group photo if possible)
  - Use #EKSDay and #PlayUnified on all Eunice Kennedy Shriver Day social media posts
- Resources for EKS day will be posted online under the Upcoming Events tab of the Special Olympics Alaska website

If you have any questions regarding EKS Day, please feel free to contact me at 907-222-7625 ext. 605.

Thank you all so much for all that you do in your communities and statewide!