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## Just Before the Special Olympics World Summer Games in Athens, Special Olympics Athletes and Torontonians Will Come Together for *motionball*'s Marathon of Sport: an Intense Day of Sport and Fundraising



**What:** Exactly four weeks before the Special Olympics World Summer Games in Athens begin, 40 teams of *motionball* supporters – each raising at least \$2,500 in pledges for Special Olympics Canada – will compete alongside Special Olympics athletes in an intense day of flag football, volleyball, soccer, kickball, bench ball, bocce ball, tug of war and ultimate Frisbee, with a fundraising goal of \$150,000 in one day. The 2011 Marathon of Sport Toronto, presented by SunLife Financial, will also include:

- Massage station for participants.
- Frozen yogurt bar.
- Lunchtime performance by Low Level Flight, featuring lead singer Ryan Malcolm.
- Live DJ.
- Family Fun Zone – a new initiative to give participants' children an opportunity to play with Special Olympics athletes aged six and under.

**When:** Saturday May 28<sup>th</sup>, 2011. Opening Ceremonies at 8:30 a.m. | Games Begin at 9:00 a.m. | Closing Ceremonies at 3:30 p.m.

**Where:** Havergal College | 1451 Avenue Road | Toronto, ON

(more)

The **Marathon of Sport** is the highlight of *motionball*'s fundraising calendar because it truly sees the *motionball* mandate – educate, integrate, celebrate – come to life on the playing field. Each competing team consists of ten supporters and at least one star player – a **Special Olympics** athlete. The **2011 Marathon of Sport Toronto** marks *motionball*'s largest **Marathon of Sport** yet. Vancouver, Halifax, Calgary, Ottawa, Montreal and **Queens University** will also host **Marathon of Sport** events this year, and **Havergal College** recently held the first annual **Junior Marathon of Sport** for students.

Since its inception in 2001, *motionball* has succeeded in getting thousands of Canadians excited about doing something special for Canada's **Special Olympics** athletes. In addition to the **Marathon of Sport**, *motionball*'s annual events include the **Gala**, **Football Frenzy** and **Fall Classic** and have initiated lasting friendships between the athletes and those who support them. With the help of a dedicated, passionate Board, generous donors and sponsors including **SunLife Financial** and **Air Miles**, *motionball* has donated over \$2-million to **Special Olympics Canada** to date.

*motionball* is the brainchild of three best friends, who also happen to be brothers. **Mark, Sean and Paul Etherington** have been aligned with **Special Olympics Canada** since childhood when they volunteered at fundraising events organized by their parents, who co-founded the **Sports Celebrities Festival**, which has raised in excess of \$25,000,000 for **Special Olympics Canada** since 1983. Noticing a lack of integration between supporters and the athletes they support, **Mark, Sean and Paul Etherington** brought *motionball* to life.

The *motionball* mandate is to introduce the next generation of donors, volunteers, and sponsors to the **Special Olympics** movement through social and sporting events, and to raise funds and awareness to ensure the long-term stability of the **Special Olympics** in Canada.

**For more information please visit:**

[www.motionball.com](http://www.motionball.com)

**Available for interviews:**

Paul Etherington, *motionball* Chairman & Co-founder.  
Maryn McGill, *motionball* Operations Coordinator.