

motionball's annual Marathon of Sport brings Special Olympic athletes and Toronto's young professionals together for an intense day of inspired athletic competition

TORONTO – April 29th, 2010

Who: *motionball*, a Canadian non-profit organization dedicated to integrating Special Olympic athletes and the next generation of volunteers, donors and sponsors through social and sporting events.

What: 30 teams of *motionball* supporters – each raising at least \$2,500 in pledges for **Special Olympics Canada** – will compete alongside Special Olympic athletes in an intense day of flag football, volleyball, floor hockey, soccer, and ultimate Frisbee. Hosted by CP24's **Matte Babel** and Sportsnet's **Evanka Osmak**, the 2010 Marathon of Sport Toronto aims to raise \$100,000 for **Special Olympics Canada** in one day. The festivities will include a live DJ, awards ceremonies, lunch, prizes and an after party at Roosevelt Room.

Where: Havergal College
1451 Avenue Road
Toronto, ON

When: Saturday, May 29th, 2010
Opening Ceremonies at 8:30 a.m.
Games Begin at 9:00 a.m.
Closing Ceremonies at 3:30 p.m.

The **Marathon of Sport** is the highlight of *motionball*'s fundraising calendar because the *motionball* mandate – educate, integrate, celebrate – comes to life on the playing field. Each competing team consists of supporters and one star player – a Special Olympic athlete. Hosted by CP24's **Matte Babel** and Sportsnet's **Evanka Osmak**, the 2010 Marathon of Sport Toronto marks *motionball*'s largest Marathon of Sport yet. Vancouver, Halifax, Calgary, Ottawa, Queen's University and other independent schools will also host Marathon of Sport events this year.

Since its inception in 2001, *motionball* has succeeded in getting thousands of Canadians excited about doing something special for Canada's **Special Olympic** 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 \$1.6 million to **Special Olympics Canada** to date, and the movement is growing: *motionball* now has Vancouver, Calgary, Ottawa and Halifax chapters, and a Montreal chapter will launch in 2011.

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 that integrate young professionals with **Special Olympic** athletes.

motionball strives to encourage Canadians to come together and raise funds and awareness to ensure the long-term stability of the **Special Olympics** in Canada.

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For more information please visit:
www.motionball.com

Available for interviews:
Paul Etherington, *motionball* Chairman & Co-founder



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