



***motionball* Hosts a Star-Studded Evening of DECADENCE to Celebrate a Decade of Young Professionals Supporting Special Olympics Athletes Through *motionball*'s Mandate: Educate, Integrate, Celebrate.**

**What:** DECADENCE – the 2011 gala celebrates *motionball*'s decade of support for Special Olympics Canada and its growth from one Toronto chapter to a national movement donating more than \$1.8 million to the Special Olympics Canada Foundation.

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

**Where:** The Carlu. 444 Yonge Street. Toronto, Ontario.

**When:** Friday February 4th, 2011

7:00 p.m. - 9:00 p.m.: VIP Reception (gourmet dinner & live performance by Matt Dusk)

9:00 p.m. - 2:00 a.m.: General Admission

**Why:** Because more than 300,000 Canadians have an intellectual disability and Special Olympics Canada enriches the lives of these Canadians by providing them with a sense of achievement, confidence and community through sport.

**TORONTO (December 20, 2010):** In celebration of a decade of support for Canada's **Special Olympics** athletes and its growth from one Toronto chapter to a national movement, *motionball* and **AIRMILES** present **DECADENCE**: the most lavish *motionball* gala to date, which aims to raise \$250,000 in one night.

Held at **The Carlu** on Friday February 4th, 2011, **DECADENCE** will feature performances by **Keys N Krates, Scratch, Skratch, Scratch, Maestro Fresh Wes** and **Abstract Breaking Systems**. Other luxe highlights include a **Calvin Klein Underwear** fashion show, a private art viewing by the **Engine Art Gallery**, a luxury silent auction and a raffle to win a \$15,000 credit towards a **Toyota Scion**.

"Ten years ago I stood on the stage of the first annual *motionball* Toronto gala and promised the crowd that *motionball* would donate \$1 million to **Special Olympics Canada** in a decade. Ten years have passed and after the 2011 Toronto gala we will have doubled our initial fundraising goal and then some - donating more than \$2 million to the **Special Olympics Canada Foundation**. Our 10<sup>th</sup> anniversary gala is truly a celebration of where we've come from and where we're going next," said **Paul Etherington**, Chairman and Co-Founder of *motionball*.

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General admission gala tickets to **DECADENCE** include complimentary bar from 9:00 p.m. to 2:00 a.m., a chocolate dessert buffet and an opportunity to mingle with the true stars of the evening – the athletes themselves. VIP gala tickets also include a private performance by **Matt Dusk**, Spanish group **Enriquez** and a gourmet buffet dinner courtesy of **By Peter and Paul's**.

Tickets to **DECADENCE** are \$100 for the first 150 general admission ticket buyers. Tickets purchased after the first 150 and before January 24th are \$125. Following the 24th tickets are regular price: \$150. VIP tickets are \$250 before January 24th and \$300 afterwards.

Ticket link: <http://www.motionball.com/index.php/events/the-gala/toronto-gala/>

Since its inception in 2001, **motionball** has succeeded in getting thousands of Canadians excited about doing something special for Canada's **Special Olympics** athletes. **motionball's** annual events include the **Marathon of Sport**, **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 **AIRMILES**, **Molson Coors Canada** and **SunLife Financial**, **motionball** has raised almost \$2 million to date, and the movement is growing: **motionball** now has Vancouver, Calgary, Ottawa, Montreal and Halifax chapters.

### **About motionball**

**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 million 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 Olympics** 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.

For more information please visit: <http://www.motionball.com>

### **About Special Olympics Canada**

**Special Olympics Canada**, a registered Canadian charity since 1969, is a national organization that has provided positive, successful experiences through sport for thousands of Canadians with intellectual disabilities. Through involvement in **Special Olympics** programs these athletes have benefited physically, socially and emotionally, and have been offered a stepping stone to community integration and a new sense of belonging.

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The **Special Olympics Canada Foundation's** mandate is to build a financial capacity to fully fund the participation of **Special Olympics** athletes from across Canada in the recurring cycle of national and world games.

For more information please visit: <http://www.specialolympics.ca/socf/>

**Available for interviews:**

**Mark, Sean and Paul Etherington, *motionball* Founders**

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