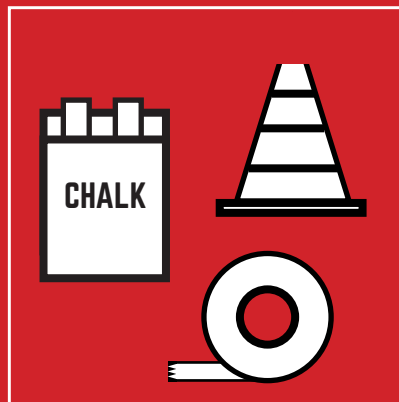




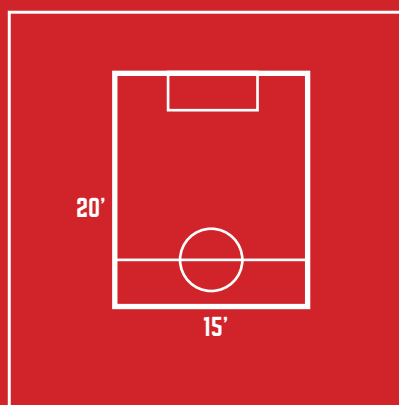
1. Head to a public space with our red ball



2. Bring supplies to create a soccer / football pitch



3. Draw out a 20'x15' soccer / football pitch with a goal



4. The final pitch should look like this

STREET BALL



What is it?

Impromptu soccer / football games that get the general public and Special Olympics athletes playing together.

Why are we doing it?

To recruit new members to our movement by showing how fun it is to Play Unified and to open hearts and minds.

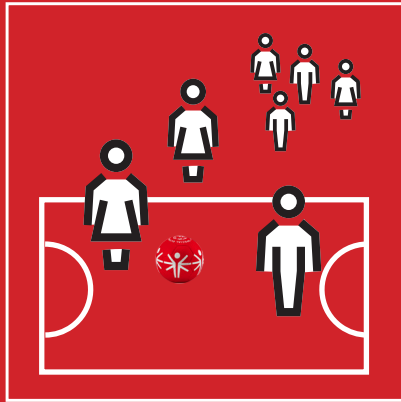
What do I need?

- A Special Olympics red soccer / football ball (you can buy them here at www.playunifiedstore.com)
- Sidewalk chalk, duct tape, orange cones, or washable paint. Anything you can use to create a temporary 20'x15' soccer pitch and goal that won't harm the surface it's on.
- A backyard soccer goal (optional)
- Special Olympics athletes who are ready to have some fun

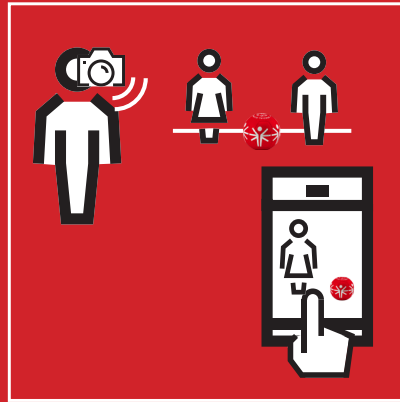
What do I have to do?

Head to a high traffic, public space (like a park or boardwalk) with a Special Olympics red soccer / football ball, some chalk or any of the alternate supplies listed.

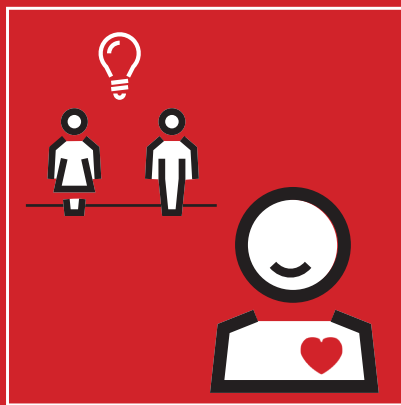
Use the chalk or other supplies to create a temporary 20' x 15' soccer pitch and outline of a goal (or set up a net if you have one). For safety purposes, try to pick a space near a wall, fence, or anything that can serve as a natural backstop. Begin casually passing the ball back and forth with the Special Olympics athletes. Whenever someone walks within 20-25' of the pitch, gently pass them the ball and root them on to take a shot on goal, pass it or do a trick with our athletes.



5. Invite the public to play by passing the ball



6. Capture the games & encourage guests to as well, share using #PlayUnified



7. Open hearts & minds

STREET BALL

What's next?

During these impromptu games, have someone on hand to capture photos and video content of the games and participant reactions. Use this content to promote upcoming Play Unified experiences through our social media channels. Additionally, provide opportunities for attendees and participants to document themselves at the event (i.e. photo booths, step-and-repeats, or photo ops with the Special Olympics red ball). Encourage them to share this content on their own social networks with the hashtag #PlayUnified and join our team at www.playunified.org. Lastly, be sure to collect emails and information from participants and attendees to connect them with their local Special Olympics Program.

