



August 1, 2012

Dear Brother Knights:



The Knights of Columbus has a long-standing relationship with Special Olympics worldwide!

In Ontario, we've partnered with Special Olympics on numerous projects, local events and major games; each providing both voluntary and financial support to an organizations dedicated to promoting respect, acceptance, inclusion, and human dignity for people with intellectual disabilities through sports.

BE A FAN DAY: www.beafancanada.com

In an effort to create greater awareness and support, Special Olympics Canada has created a nation-wide campaign, culminating on October 25th with a 140 media events, which will take place in communities across the country. Working in conjunction with police agencies these media events will speak to the work and importance of Special Olympics; and sponsors and other partners, such as the Knights of Columbus, WILL be there to join in this national celebration.

RED LACES:



The signature element linking police, community groups and the general public will be the wearing of **RED LACES** that are being marketed on-line and through numerous partners and agents who've come on board to support this worth-while campaign.

KNIGHTS OF COLUMBUS:

The Knights of Columbus have agreed to participate and we are supporting the campaign in three distinctive ways!

Volunteer Support:

- 1) The Knights of Columbus in the Toronto area have agreed to provide the fulfilment service. Knights will be involved from early September through to October 25th, packing and mailing out the **RED LACES** in conjunction with Special Olympics Ontario. The Goal is to market and sell over 100,000 pairs, so our (Knights of Columbus) contribution is a substantial support to the project.

Promotional Support:

- 2) The Knights of Columbus has agreed to be a MAJOR promotional partner, connecting local councils in Ontario and right across Canada. We will have our logo prominently displayed on the Be a Fan website, in addition to having it presented on the backdrop which will be used at the 140 media events. Our

members also have the opportunity to participate with local police agencies and Special Olympics in making Be a Fan day a large community celebration locally.

Marketing:

- 3) The Knights of Columbus wants to be one of the “biggest” supporters of the **RED LACES** program across Canada. We want to have our councils recognized on the website, within the www.beafanCanada.com FANS ON BOARD area. Awareness is the “biggest” part of the project and we have a large network to promote the “campaign” and a great opportunity to visibly show the public the type of work that the Knights of Columbus perform at the community level. We have a provincial Knights of Columbus fundraising page and local Councils may choose to create their own page on the main site at <https://secure.e2rm.com/registrant/startup.aspx?eventid=97386>. You can simply create a page for your Council or send Special Olympics an email at info@beafanCanada.com and they will be pleased to assist. Councils may also choose to make a donation and/or order some laces to sell. Either way, the support will be recognized under the Knights of Columbus.

A few Councils have joined the effort and you can see them listed when you click on our Knights of Columbus icon www.beafanCanada.com FANS ON BOARD. Let’s get everyone involved. Let’s have members wearing **RED LACES** at an event or meeting. Let’s get some photos and share them with friends, family and other Councils. Send your photos to Special Olympics and they will put them on the Be a Fan website.

This is a great “turn-key” project that we can engage locally while creating a very positive nation-wide impression; supporting a “cause” that we’ve partnered with for 40 plus years. We (Knights of Columbus) are FANS of Special Olympics and WE can LEAD the WAY, for others to follow! It can be as simple as each member of your council donating \$5.00 to the cause! Imagine the impact if every council participated?

Thank you for your interest and support.