



## What is the YELLOWCARD campaign for Special Olympics Canada?

The YELLOWCARD Campaign is a national anti-bullying campaign with the mission to end the casual and negative use of the R-word (retard) in everyday conversation. For over 850,000 Canadians living with an intellectual disability, the use of the R-word invokes memories of being bullied; endless days of being demeaned and countless times being told that they are outsiders not worthy of respect.

The YELLOWCARD Campaign was created by motionball, a not-for-profit organization that builds awareness and raises funds for the Special Olympics Canada Foundation, in 2014. motionball targets the “next generation” of supporters – Canada’s professional crowd who are not defined by their age but rather their mind set. It was this group of young professionals who recognized the issue with the use of the R-word and came up with the idea for the campaign.

The YELLOWCARD campaign aims to bring awareness to the harmful effects of the R-word, encouraging Canadians to eliminate the word from their vocabulary. The vision is to have Canadians from coast to coast to coast engaged in the conversation, spreading the message (through social media and other platforms) of the harmful effects of the R-word (including the link between the word and bullying). This includes the opportunity to take the YELLOWCARD pledge not to use the R-word and signing their name amongst thousands of other Canadians.

## Why YELLOWCARD?

A yellow card in soccer is shown to an offending player as a warning – a way of letting you know that you’ve crossed a line, perhaps without even intending to do so. We want to let people know that even when it’s used in a way that seems harmless, benign or even positive, the truth is there is [#nogoodway](#) to use the R-word. We want to invite change, not force it.

# 9,510,308

This is how many times the R-word has been tweeted since the 1st YELLOWCARD Day

## Campaign Supporters

The YELLOWCARD Campaign is supported and endorsed by Special Olympics Canada and a number of Provincial/Territorial Chapters that are responsible for delivering Special Olympics programs and events that serve the over 38,000 individuals across Canada with an intellectual disability, using the transformative power of sport to change their lives and those around them. The campaign is also supported by the Special Olympics Canada Foundation, created to financially support the strategic objectives of Special Olympics Canada including increasing the number of program participations, coaches and volunteers and helping to ensure the financial integrity of the Special Olympics Canada movement for generations to come. In addition, the Canadian Associations of Chiefs of Police and the Law Enforcement Torch Run for Special Olympics (LETR) have endorsed the campaign and will be supporting the campaign through Law Enforcement activities and messaging leading up to and on YELLOWCARD Day.



## What are the goals of the YELLOWCARD campaign?

**Raise Awareness** that using the R-word is hurtful and derogatory and that there is no good way to use the word (#nogoodway). The campaign also provides the opportunity to celebrate the unlimited potential of the over 850,000 individuals in Canada living with an intellectual disability.

**Build National Support** through individual, corporate and celebrity Ambassadors signing up to Take the Pledge and become a YELLOWCARD Ambassador at [www.motionball.com/yellowcard](http://www.motionball.com/yellowcard). Sign your name among thousands of other Canadians that believe there is no good way to use the R-word. The goal is to have over 38,000 Canadians take the pledge, which reflects the number of Special Olympics athletes in Canada.

**Raise funds** in support of Special Olympics athletes across Canada, helping to provide the necessary funds that support and grow local Special Olympics programs as well as competitions including provincial, national and World Games.

## What is the YELLOWCARD Day for Special Olympics Canada?

**The 2nd annual YELLOWCARD Day will take place on Thursday October 8th** with local grassroots activities across Canada including support and engagement of Law Enforcement officials in their own communities. The campaign headquarters will be at ScotiaBank Plaza in downtown Toronto and will include a day of activities and celebration in the heart of the financial district with enthusiastic volunteers, engaged supporters, corporate and VIP representatives, celebrities and Special Olympics athletes.

## How can your service/agency and community get involved?

### 1. Take the Pledge and pass it on!

- Sign up to become a YELLOWCARD Ambassador at [www.motionball.com/yellowcard](http://www.motionball.com/yellowcard)
- Share the messaging and purpose of signing up with other departments and partners that you associate with.
- Include the YELLOWCARD for Special Olympics Campaign as a communication strategy with your anti bullying and community engagement plans. (Especially the work you do in schools)

### 2. Be Active on Social Media

Sample Posts:

- *"Theres #nogoodway to use the R-word. Support @SpecialOCanada and join us @motionball to take the pledge at [motionball.com/yellowcard](http://motionball.com/yellowcard)"*
- *"Join @motionball & support @SpecialOCanada by taking the pledge b/c there's #nogoodway to use the R-word. Learn more: [mball.ca/yellowcard](http://mball.ca/yellowcard)"*
- *"Over 850,000 Canadians are living with an intellectual disability. Let's end the casual use of the R-word: [mball.ca/yellowcard](http://mball.ca/yellowcard) #nogoodway"*

### 3. Connect with your local LETR representative

Canadian Association of Chiefs of Police and the Law Enforcement Torch Run for Special Olympics (LETR) endorse this campaign and will be supporting the initiative through various activities and messages leading up to, as well as on YELLOWCARD Day.

Host a press conference or plan a small event to demonstrate your commitment towards Special Olympics.



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