

## Young Athletes in Motion Music Video – Teaser Trailer Launch

*Special Olympics has partnered with [Hip Hop Public Health](#), an organization that creates and implements multimedia public health and education interventions designed to improve health literacy, inspire behavior change and promote health equity, to create the first-ever inclusive, interactive music video. The **Young Athletes in Motion** music video will engage our Young Athletes in health and fitness activities at an early age and support a standardized warm-up in Young Athletes activities at home and in the classroom. The video will launch on November 20<sup>th</sup> as part of the UN's World Children's Day.*

*To complete the video, we need Young Athletes and their families around the world to share their own video footage completing a variety of different dance moves inspired by Young Athletes activities. The footage will be compiled and featured in the final video. Please use the messages and templates below to encourage your Young Athletes families, partners, and social media audiences to participate in the **Young Athletes in Motion video challenge**.*

*Full recording and upload instructions are at [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo); however, please note, there are three key recording requirements:*

- *Film with camera positioned horizontally*
- *Avoid wearing logos*
- *Upload the original video file (in MOV or MP4); do not send a compressed file*

*Note: Footage will be collected until October 23<sup>rd</sup>. Special Olympics will attempt to use as many videos received as possible; however, if videos are received that do not meet the requirements above, we may be unable to use them.*

### **Social Media:**

#### Twitter

Young Athletes Families – are you ready to dance? Join our dance challenge by Oct 23 to participate in the Young Athletes in Motion music video. Learn more > [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth

[Upload teaser video]

#### Instagram

We're creating a Young Athletes music video and we need your help! Gather your family and upload your own video doing the Young Athletes dance moves by Oct 23! Learn more from link in bio. #InclusiveHealth

[Instagram bio link - [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo)]

[Upload teaser video]

#### Facebook

Young Athletes families – we need your help! We’re creating a music video called Young Athletes in motion and we want you to join in the fun. Gather your family and upload your own video doing the Young Athletes dance moves by Oct 23! Learn more: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth  
[Upload teaser video]

### Newsletter Blurbs:

#### Internal Announcement – SOI Latest Score

Special Olympics is partnering with [Hip Hop Public Health](#) to create the first-ever inclusive, interactive music video for young children. The **Young Athletes in Motion** music video will engage our Young Athletes in health and fitness activities at an early age and support a standardized warm-up in Young Athletes activities at home and in the classroom. The final music video – which will launch on 20 November for UN World Children’s Day – will feature Young Athletes and families from around the world.

We need your help to get Young Athletes families to record their own videos to participate in the dance challenge. Use the **Young Athletes in Motion social toolkit** [link to this document] for social and newsletter messages to share with your Young Athletes families to encourage them to participate. All videos must be submitted by 23 October 2020.

Also, all staff and their families are encouraged to submit their own videos too! For more detail about the music video, including learning the dance moves, recording requirements, and uploading a video, visit: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo).

#### Internal Announcement – Regional Newsletters (to Programs)

Special Olympics is partnering with [Hip Hop Public Health](#) to create the first-ever inclusive, interactive music video for young children. The **Young Athletes in Motion** music video will engage our Young Athletes in health and fitness activities at an early age and support a standardized warm-up in Young Athletes activities at home and in the classroom. The final music video – which will launch on 20 November for UN World Children’s Day – will feature Young Athletes and families from around the world.

We need your help to get Young Athletes families to record their own videos to participate in the dance challenge. Use the **Young Athletes in Motion social toolkit** [link

[to this document](#)] for social and newsletter messages to share with your Young Athletes families to encourage them to participate. All videos must be submitted by 23 October 2020.

For more detail about the music video, including learning the dance moves, recording requirements, and uploading a video, visit: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo).

### *Directly to Parents/Families (for SO Programs)*

Join our exciting dance challenge!

Special Olympics is creating a music video – called **Young Athletes in Motion** – to support our Young Athletes activities and we need your help! We're asking our Young Athletes families to participate in the dance challenge by creating their own recording of the Young Athletes in Motion dance moves.

Here's how you can participate:

- Watch the dance moves and learn more about recording your video here: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo)
- Record your Young Athlete (with you and your family too) doing the dance moves
- [Upload your video here](#) before October 23, 2020.

### **Email to Partners:**

Hello [name],

We are excited to share that Special Olympics is creating a music video for our Young Athletes – called ***Young Athletes in Motion***. The video will officially launch on November 20<sup>th</sup> for UN World Children's Day and will be used to engage our Young Athletes in health and fitness activities at an early age. To create the music video, we are collecting videos from children and families around the world.

As we create the music video, we'd like to ask for your help in collecting videos from children and families through your network. Would you be able to share one of the messages below with your audiences? We will be collecting footage from families through October 23<sup>rd</sup>.

1. Newsletter Text.

Our friends at Special Olympics are creating a music video – called **Young Athletes in Motion** – and they need your help! Join their dance challenge by creating your own recording of the Young Athletes in Motion dance moves.

Here's how you can participate:

- Watch the dance moves and learn more about recording your video here: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo)
- Record your child and family doing the dance moves
- [Upload your video here](#) before October 23, 2020.

## 2. Social Post:

Our friends @SpecialOlympics are creating a Young Athletes music video for ages 2-7! Create your own video to join in the dance challenge fun! Learn more > [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth

Thank you so much for your support!

[Name]

## Email to Ambassadors:

Hello [name],

We are excited to share that Special Olympics is creating a music video for our youngest participants – our Young Athletes – called **Young Athletes in Motion**. The video will officially launch on November 20<sup>th</sup> for UN World Children's Day and will be used to engage our Young Athletes in health and fitness activities at an early age. To create the music video, we are collecting videos from children and families around the world.

As we create the music video, we'd like to ask for your help with two things:

3. Create a dance video with your family to include in the music video.
  - a. Watch the dance moves and learn more about recording your video here: [www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo)
  - b. Record yourself with your kids doing the dance moves
  - c. [Upload your video here](#) or send it directly to me.
4. Share the following post on your social channel:

My friends @SpecialOlympics are creating a Young Athletes music video for ages 2-7! My family and I are joining in and you should too. Learn more >  
[www.specialolympics.org/musicvideo](http://www.specialolympics.org/musicvideo) #InclusiveHealth

Thank you so much for your support!

[Name]