Companies Team Up to Support 2006 Special Olympics USA National Games
Major Sponsors Will Play Key Role in Success of First-Ever Event

(Ames, IA, May 2, 2006) — With an event the size of the 2006 Special Olympics USA National Games, it’s inevitable that sponsors play a crucial role in making the event possible. The National Games Organizing Committee is pleased to announce that Hy-Vee, Wells Fargo, Casey’s General Stores, Best Buy and State Farm have thrown their support behind the Games in amazing ways.

“To have these companies come on and take the lead in sponsoring the National Games is an outstanding commitment,” says Elaine Hieber, spokeswoman for the National Games. “With their contributions, we have the opportunity to provide a first-class event for our athletes.”

Hy-Vee

Hy-Vee is the Games’ largest sponsor and is the official sponsor of the National Games Volunteer Program. The company also has committed to an incredible in-kind donation of 15 and a half semi loads of water — a total of 500,000 bottles — to keep everyone hydrated during the Games.

“Hy-Vee is proud to be a major sponsor of the Special Olympics National Games, and we are involved because it brings to our state an exciting and spectacular event,” says Ric Jurgens, chief executive officer, president, and chief operating officer of Hy-Vee, Inc. “Some of our best employees will be competing in these Olympics, so we know firsthand how blessed our state will be to have these wonderful athletes in Ames.”

Because it is the largest employer in the state of Iowa and a prominent company in seven states in the upper Midwest, Hy-Vee felt it would be an asset in helping the Games achieve its goal of recruiting 8,000 volunteers. Hy-Vee chose to become the sponsor of the Volunteer Program because, through wide-reaching advertising and in-store promotions, the company is confident many of its customers will join the ranks of volunteers.
**Wells Fargo**

Wells Fargo is the official bank of the 2006 Special Olympics USA National Games, the sponsor of the Family Program, and the presenting sponsor of the Family Celebration on July 4. The Family Program provides athletes’ family members access to educational information, support programs and opportunities for networking.

“Wells Fargo is very proud to support the Special Olympics National Games, and we welcome the athletes, their families and the many guests to Iowa,” says Scott Johnson, regional president of Wells Fargo Bank in Iowa. “This is a national event of great stature, and we are excited to play a role in hosting the thousands of visitors. We also look forward to providing hundreds of volunteers, as well as offering valuable financial information to all the families and athletes who attend through our support of the Family Program.”

As part of the Wells Fargo sponsorship, Keith Klovee-Smith, vice president and senior trust officer with the National Special Needs Trust Group of Wells Fargo, is participating in the Family Forum the evening of July 5. The forum panel, which is composed of experts in a variety of fields, will share ideas and best practices for parents. The Family Forum will be transcribed and videotaped and then will be made available to all of the state programs, ensuring that all parents will have access to this information.

**Casey’s General Stores**

Casey’s General Stores’ sponsorship includes an in-kind donation to help with the National Games Law Enforcement Torch Run. Casey’s is one of the official sponsors of the Torch Run and will provide all of the gas for the eight-day event, during which nine vehicles will drive 500 miles a day, and three of those vehicles are motor homes. Casey’s is also supplying lunches every day for the approximately 115 people involved in the Torch Run. In addition, Casey’s is the sponsor of the soccer venue, and they also are hosting an in-store promotion through which they hope to raise additional funds for the National Games. From June 1 to July 15, Casey’s customers will be able to buy a star icon at stores in 1,400 locations in nine states to support the National Games, and Casey’s hopes to raise an additional $140,000, or $100 per store.

“Because Special Olympics is a great organization that supports a very good cause, Casey’s General Stores is proud to be a major sponsor of this first-time event to be held here in Iowa,” says Mike Richardson, vice president of marketing for Casey’s General Stores, Inc. “We are looking forward to being a part of the Torch Run that signifies the beginning of the 2006 Special Olympics USA National Games, and we also are pleased to be sponsoring the soccer venue.” Casey’s also decided to promote the sale of “Supporting Stars” in each of their stores, Richardson adds, to help raise public awareness of the National Games. Each Supporting Star will be sold for $1 and hung in the store to show support for this event, and the sales will be divided with each state’s Special Olympics program. “With this program, our hope is to generate a lot of public awareness, as
well as raise a lot of money for Special Olympics,” says Richardson, adding that Casey’s will have events at their corporate headquarters to raise awareness among employees.

**Best Buy**

As seems fitting, Best Buy is the official sponsor of the 2006 Special Olympics USA National Games Web site, www.2006nationalgames.org. Because Best Buy is the world’s largest electronics retailer, it made a lot of sense that the company’s involvement with Special Olympics would be technological in nature.

“Best Buy is sponsoring the Special Olympics USA National Games in honor of the volunteers we have — particularly in and around Iowa, but really all over the country — who have been active in a number of activities but Special Olympics in particular,” says Paula Prahl, vice president of public affairs for Best Buy Co., Inc. “The reason we decided to support the National Games Web site is because all of our philanthropy is focused on how the use of technology can makes lives easier. The Web site seemed like a great way to let everybody know about Special Olympics and to make it easy for participants and volunteers alike, and that’s the kind of space we want to play in.”

In addition, Best Buy is encouraging continued volunteerism among their employees via their Tag Team Award Program. This program lets any team of five or more Best Buy volunteers apply for a $1,000 grant if they donate 45 hours or more of their time, and that grant would go to either the National Games or Special Olympics as a whole. The proceeds from this program would be a contribution above and beyond what Best Buy gave in support of the National Games Web site, so the amount depends entirely on how many hours employees donate.

**State Farm**

State Farm is the sponsor of the educational component of the Games, which include the Youth Summit, the Family Forum, the National Symposium and the Congressional Hearing.

"As a proud sponsor of the Special Olympics at the local and state levels, State Farm is excited to be a part of the first-ever Special Olympics National Games in 2006,” says Mike Davidson, State Farm vice chairman and chief agency and marketing officer. “State Farm associates have been longtime volunteers at Special Olympics events across the country, and our support of the National Games was a logical extension of this grassroots support. The Youth Summit at the National Games focuses on educational initiatives, which aligns with State Farm’s charitable mission to help build safer, stronger, better-educated communities."

**Sponsorship generosity**
Many other sponsors have greatly helped the National Games’ fundraising drive, and the Games wouldn’t be possible without all of them, but these five sponsors have gone above and beyond in their support of this first-ever event.

“The bottom line is, we couldn’t put these games on without these sponsors,” says Deb Schrack, volunteer coordinator for the National Games and mother of Jenna, who is a Special Olympics USA National Games Global Messenger and is participating in the Games as a bowler for Team Iowa. Schrack is a Wells Fargo employee who received one of 22 corporate-wide Volunteer Leave Awards, and so she gets to take 90 days off of her duties as a program manager to concentrate full-time on volunteering for the Games. Schrack says she wouldn’t have applied for the volunteer program if it weren’t for her daughter, and she wouldn’t have been able to do it without the kindness of Wells Fargo and the other sponsors. “It takes a lot of money to put on an event this size, and I don’t know how we can possibly say thank you enough for the generosity of these sponsors.”

About Special Olympics

Special Olympics is an international organization that changes lives by promoting understanding, acceptance and inclusion between people with and without intellectual disabilities. Through year-round sports training, athletic competition and other related programming for more than 2.25 million children and adults with intellectual disabilities in more than 150 countries, Special Olympics has created a model community that celebrates people’s diverse gifts. Founded in 1968 by Eunice Kennedy Shriver, Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage and experience joy and friendship. There is no cost to participate in Special Olympics. Visit Special Olympics at www.specialolympics.org.

About the 2006 Special Olympics USA National Games

The inaugural Special Olympics USA National Games will take place on the Iowa State University campus in Ames, Iowa, July 2 – 7, 2006. Sports competition for the 2006 Special Olympics USA National Games includes aquatics, athletics, basketball, gymnastics, powerlifting, bowling, tennis, golf, softball, bocce, soccer, and volleyball. In the spirit of Olympic-type sports, there will be spectacular Opening and Closing Ceremonies, a Special Olympics Festival, a National Youth Summit, and symposiums. In addition to 3,000 athletes representing all 50 states, 8,000 volunteers, 2,000 coaches and official delegates, and 10,000 family members and friends of athletes are expected to converge on the Iowa State University campus in Ames. For more information, please visit www.2006nationalgames.org.

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