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**Special Olympics Launches National Campaign to Promote Acceptance and Inclusion
*Moviegoers asked to Show Support and Stay Home from "Tropic Thunder"***

Las Vegas, NV (August 13, 2008) -- Special Olympics recently announced the launch of a campaign to eliminate the demeaning use of the R-word (retard) in today's society in the wake of soon-to-be released movie "Tropic Thunder." The new movie portrays people with intellectual disabilities in a disparaging way.

The campaign is part of Special Olympics' overall effort to promote inclusion and acceptance of people with intellectual disabilities and comes at a time when a coalition of 22 national disability organizations including Special Olympics, National Down Syndrome Society, American Association of People with Disabilities, The ARC of the United States, are speaking out against DreamWorks' new film to be released Aug. 13.

"It is inexcusable for any film or part of popular culture to continue to perpetuate such a derogatory and insensitive word," said Special Olympics Chairman Tim Shriver. "In the case with 'Tropic Thunder' it is not about the studio or actors' malicious intent, but rather the film's malicious content."

"In Nevada we launched the "Be a fan" public awareness campaign," explains Marybeth McMahon, Executive Vice President of Special Olympics Nevada. "Be a fan highlights character values that we all share and admire – acceptance, dignity, joy, determination and courage among many others.

"We want to discourage Nevada residents from supporting "Tropic Thunder" and encourage people to support the organizations who serve the intellectually disabled community," she added. "We need to continually educate people about the gifts and talents of people with intellectual disabilities and promote acceptance and inclusion."

Special Olympics Nevada is asking people to show their support one of the following ways:

- Go to www.BeAFan.info and sign up to provide an athlete the opportunity to train and compete for a year.
- Volunteer for upcoming soccer, golf and bowling events at www.sonv.org

- Sign up for Bowl for the Gold on Aug. 27 at www.sonv.org
- Participate in a 8th Annual Pulte Homes Charity Golf Invitational Oct. 13. Go to www.sonv.org

About Special Olympics Nevada

Special Olympics Nevada is part of an international organization that changes lives by promoting understanding, acceptance and inclusion among people with intellectual and developmental disabilities. It is a free year-round sports training and competition program for children and adults with developmental disabilities. More than 3,000 athletes compete in over 19 competitions throughout the region in 14 sports. This requires the extraordinary support and time of over 1,500 volunteers and more than 200 volunteer coaches. Programs are free to all eligible athletes. Financial support comes almost exclusively from individuals, organizations, corporations, and foundations. Find out how you can be a fan and visit www.SONV.org

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