

Global ID Sport Day

Media Pack and Call to Action

Global ID Sports Day will take place on Friday 12 June 2015. In its inaugural year, the day aims to raise the profile of INAS, its members and celebrate the success of athletes with an intellectual disability across the world.

Call to action!

INAS would like your support to help us engage with as wide an audience as possible.

Please share this information with your members, partners and stakeholders so they too can get behind the campaign to ensure the day is a huge success for intellectually disabled sport.

Communications Plan

INAS has put together a communications plan which highlights the dates, actions and activities which are currently planned.

Please engage with the INAS communications plan and share press releases, facebook and twitter posts widely within your networks.

Thunderclap

What is a Thunderclap? A Thunderclap is a tool which lets a message be heard when you and others share the same message at the same time, spreading an idea through Facebook and Twitter that cannot be ignored.

Please share the below link as wide as possible so that at 12 noon (UK time) on 12 June the Global ID Sports Day message is spread as wide as possible. Then when people click on the link it takes them to an information page about Global ID Sports Day and INAS.

Thndir.it/1QsBj9M

The twitter/facebook message that will be shared is:

“Global ID Sports Day – celebrate participation & excellence in sport for people with intellectual disability globally”

2015 Global Games – 100 days to go!

12 June also marks 100 days to go until the 2015 Global Games in Ecuador. INAS will be working with the Local Organising Committee of the 2015 Global Games to pull together some announcements throughout the day, whether that be some more information on the opening or closing ceremonies, what the medals will look like etc....

2019 Global Games – Host Announcement

INAS is in the final stages of reviewing bids for the 2019 Global Games and on 12 June will announce who has been selected to host the event!! We can tell you already the event is going to be awesome!

Inas Communications Plan

Saturday 11 April	Launch to members organisations at INAS Conference
Wednesday 6 May	Launch to public via press release Press release issued Article on Inas website Twitter/facebook announcement
Tuesday 12 May	One month to go Thunderclap launch
Tuesday 2 June	10 days to go 10 facts you might not know about ID sport (released 1 per day)
Friday 5 June	One week to go Launch Global Games Twitter Account Announce launch of Best Tweet / pic during tomorrow competition (prize of polo shirt and badge) Athlete picture and quote
Thursday 11 June	Excited for tomorrow Reminder tweet about competition Send press release embargoed for tomorrow
Friday 12 June	Global ID Sports Day Press release (send out day prior) Thunderclap 12noon Tweet/facebook athlete quotes, member organisation quote, Global Games info 100 days to 2015 Global Games Announce host city of 2019 Global Games

Key Social Media Info

In all press releases, tweets and facebook posts include @inassport

Hashtags that will be used throughout the campaign are:

#GlobalIDSportsDay

#BelieveAndAchieve

#PushingBoundaries

#BreakingBarriersinIDSport