



# Special Olympics and WWE® Announce International Partnership

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STAMFORD, Conn.--(BUSINESS WIRE)-- Special Olympics and WWE (NYSE: WWE) today announced an international partnership to help create change through sports. Through this new partnership, WWE will support Special Olympics' Play Unified campaign, which fosters friendships, understanding, and inclusive communities among people with and without intellectual disabilities by uniting them through the power and joy of sports.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160627006256/en/>

Special Olympics and WWE (Photo: Business Wire)

WWE Superstars will participate in Play Unified events with Special Olympics athletes from around the world, including China, India, Mexico, Germany, the United Kingdom and the United States, and WWE will utilize its global platforms including WWE Network, television broadcasts, live events, and digital and social media to generate awareness and support for Special Olympics.

"Special Olympics and WWE have an authentic, shared value of creating understanding and inclusion and celebrating diversity. We are thrilled that WWE is joining us in Playing and Living Unified," said Special Olympics CEO Mary Davis. Davis added "when an influential entity, like WWE, publicly demonstrates their support for Special Olympics and marshals its support around us, that's an incredibly validating signal to our 4.5 million Special Olympics athletes that says 'you count, you're not invisible, your life matters.'"

"WWE is proud to expand our support of Special Olympics globally and help spread the message of acceptance and inclusion to people all around the world," said Stephanie McMahon, WWE Chief Brand Officer. "The heart, passion, and dedication of Special Olympics athletes has served as inspiration to all of our Superstars, and we are certain that anyone who has the honor of joining these athletes in competition will walk away focused on helping us build a unified

Special Olympics and WWE (Photo: Business Wire)

generation."

WWE's partnership with Special Olympics dates back to the 1995 World Games in New Haven, and more recently has included partnerships with the 2015 Special Olympics World Games in Los Angeles, the 2014 Special Olympics USA Games in New Jersey and an on-going corporate partnership with Special Olympics Connecticut.

To read more about the partnership and learn about the Play Unified campaign, visit [www.specialolympics.org](http://www.specialolympics.org) and [www.playunified.org](http://www.playunified.org).

## About Special Olympics

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world. We empower people with intellectual disabilities to become accepted and valued members of their communities, which leads to a more respectful and inclusive society for all. Using sports as the catalyst and programming around health and education, Special Olympics is fighting inactivity, injustice and intolerance. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown to more than 4.5 million athletes in nearly 170 countries. With the support of more than 1.4 million coaches and volunteers, Special Olympics delivers 32 Olympic-type sports and more than 108,000 games and competitions throughout the year. Visit Special Olympics at [www.specialolympics.org](http://www.specialolympics.org). Engage with us on: Twitter @specialolympics, fb.com/specialolympics, youtube.com/specialolympicshq, instagram.com/specialolympics and specialolympicsblog.wordpress.com.

## About WWE

WWE, a publicly traded company (NYSE: WWE), is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 25 languages. WWE Network, the first-ever 24/7 over-the-top premium network that includes all live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 180 countries. The company is headquartered in Stamford, Conn., with offices in New York, Los Angeles, London, Mexico City, Mumbai, Shanghai, Singapore, Dubai, Munich and Tokyo.

Additional information on WWE (NYSE: WWE) can be found at [wwe.com](http://wwe.com) and [corporate.wwe.com](http://corporate.wwe.com). For information on our global activities, go to <http://www.wwe.com/worldwide/>

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995, which are subject to various risks and uncertainties. These risks and uncertainties include, without limitation, risks relating to: WWE Network; major distribution agreements; our need to continue to develop creative and entertaining programs and events; the possibility of a decline in the popularity of our brand of sports entertainment; the continued importance of key performers and the services of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and greater financial resources or marketplace presence of many of our competitors; uncertainties associated with international markets; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events including, without limitation, claims relating to CTE; large public events as well as travel to and from such events; our feature film business; our expansion into new or complementary businesses and/or strategic investments; our computer systems and online operations; a possible decline in general economic conditions and disruption in financial markets; our accounts receivable; our revolving credit facility; litigation; our potential failure to meet market expectations for our financial performance, which could adversely affect our stock; Vincent K. McMahon exercises control over our affairs, and his interests may conflict with the holders of our Class A common stock; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the relatively small public "float" of our Class A common stock. In addition, our dividend is dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K and quarterly reports on Form 10-Q.

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Source: WWE