



Special Olympics
Massachusetts

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...For Immediate Release

**THE NEW BALANCE FOUNDATION JOINS SPECIAL OLYMPICS MASSACHUSETTS
AS THE 2008 SUMMER SEASON PRESENTING SPONSOR**

Boston, MA – June 9, 2008 -- The New Balance Foundation has joined forces with the Special Olympics Massachusetts as the **2008 Summer Season Presenting Sponsor, with a generous gift of \$100,000**. The gift will be used to support the athletic training and competition activities for all Special Olympics Massachusetts athletes during the summer season.

The Special Olympics Massachusetts Summer Season includes nearly 70 statewide small scale assessment rounds and culminates with the organization's largest state wide sports competition: the Summer Games held at Harvard University on June 14&15. The Summer Season is the most popular sporting season for Special Olympics athletes where the majority of the 10,000-plus athletes statewide participate. Sports offered during the Summer Season include: aquatics, track and field, gymnastics, power lifting, roller skating, sailing, tennis and volleyball.

"We are very excited about entering such a significant partnership with New Balance, a company with a demonstrated, longstanding record of success, vision and generosity. As a global leader in the athletic industry, New Balance shares many similarities with Special Olympics and our mission, and we welcome the opportunity to work together on behalf of those whose quality of life is improved through sports," said Bob Johnson, President and CEO of Special Olympics Massachusetts.

In addition to the monetary gift from the New Balance Foundation, New Balance donated \$12,000 in product and New Balance associates will participate as volunteers at the Summer State Games.

The New Balance Foundation is committed to promoting active and healthy lifestyles in our local communities." says Anne Davis, Managing Trustee of the New Balance Foundation. "Over its 40 year history, Special Olympics has positively impacted the lives of those living with intellectual disabilities through sports. We welcome this new partnership with the Massachusetts chapter, which is currently making a difference in the lives of more than 10,000 athletes and their families."

By bringing together people with and without intellectual disabilities at Special Olympics programs, longstanding myths are dispelled, negative attitudes changed, and new opportunities are created to embrace and celebrate the giftedness of people with intellectual disabilities. This is accomplished in great part by the thousands of volunteers who give of their time and energy to ensure that our athletes have the best experience possible; and by very generous supporters like New Balance and New Balance Foundation, who provide both vital financial and volunteer resources needed to accomplish programmatic goals.

About Special Olympics Massachusetts

Special Olympics Massachusetts (SOMA) provides year-round sports training, athletic competition and other related programming for 10,708 athletes with intellectual disabilities. SOMA offers over 126 year round sporting competitions. Through the power of sport, our movement transforms the lives of people with intellectual disabilities. It also unites everyone by fostering a sense of community and building a civil society. For more information visit <http://www.SpecialOlympicsMA.org>.

About the New Balance Foundation

The New Balance Foundation is a charitable Foundation established in 1981 and funded by New Balance Athletic Shoe, Inc. The Foundation's mission is to support effective charitable organizations which perform humanitarian services for the betterment of our children and our local community. For more information visit <http://www.newbalancefoundation.org>.