



# 2020 GLOBAL VIRTUAL TORCH RUN

## **Here's what you need to do!**

1. Register NOW for the [2020 Global Virtual Torch Run](#). Registration is FREE and you will automatically create your personal (or team) fundraising page. **100% of funds raised** will stay in your community!
2. Get creative with our "DIY Torch" – print it out, colour it in, bedazzle it... OR create your own torch! Arts and crafts encouraged! ([click here for your DIY Torch template](#))
3. Engage online! Check out the instructions below on how to take an awesome photo or video to share with your friends, family, and followers!
4. Run, walk, or bike with your TORCH and share your photo/videos using the hashtag #GlobalTorchRun (and tag Torch Run Ontario and Special Olympics Ontario)
5. Don't forget to connect with your local LETR Rep to see if they are planning something extra and JOIN IN!
6. HAVE FUN and connect with other athletes and officers from around the world VIRTUALLY!

## **FAQ**

### **1) When will registration open?**

Monday, August 10<sup>th</sup> you can register (FREE) and start fundraising. 2020 LETR Shirts [can be purchased](#) for \$20 (optional).

### **2) When is the Global Virtual Torch Run?**

Ontario will celebrate the Global Virtual Torch Run on Saturday, September 19<sup>th</sup> 2020. The Global date is September 20<sup>th</sup>, which is also the Terry Fox Run in Canada, so out of respect, we ask that you join the Ontario Virtual Run on September 19<sup>th</sup>!

### **3) Can I only participate on the 19<sup>th</sup>?**

No! We hope to get as many people participating on the 19<sup>th</sup> as possible but understand that you may choose another day or even the 20<sup>th</sup>... that's fine! Participate when and how you can and don't forget to share your photos with us on social media using the hashtag #GlobalTorchRun!

### **4) How far should I run?**

We are challenging you to walk/run/bike 3.3km on September 19<sup>th</sup> to celebrate 33 years of the Torch Run in Ontario. However, please participate at whatever distance you are comfortable or able to! Maybe even challenge yourself to complete 33km total by September 19<sup>th</sup>! Get creative AND active!

**5) How do I get a Torch Run shirt?**

Connect with your local LETR Rep or Community Coordinator to see if shirts were already ordered. Alternatively, shirts will be available for order [online](#). Or, contact the [Torch Run Manager](#)... we are here to help!

**6) What prizes can I win?**

There are amazing prizes to be won for Top Fundraisers!

- Overall Highest Individual Fundraiser (as of September 19<sup>th</sup> at 11:59PM EDT) will win an Xbox One!
- Early Bird Highest Individual Fundraiser (as of August 31<sup>st</sup> at 11:59PM EDT) will win a YETI Mug!
- Best Photo Using the Hashtag #GlobalTorchRun (to be announced September 19) will win a YETI Mug!

**Key Messaging:**

Due to COVID-19 we have had to cancel almost all local community Torch Runs. Globally, the Torch Run has banded together and created the Global Virtual Torch Run and we want YOU to participate and show your support for Special Olympics Ontario. Showcase your passion for Special Olympics and take this opportunity to raise money for your local program along the way. Your contribution can change lives!

**Sample Twitter Post - SEPTEMBER 1<sup>st</sup> preferred, alternate date as you see fit**  
**- adjust accordingly for Facebook/Instagram etc**



(Insert Police Service) is proud to participate in the Global Virtual Torch Run for [@torchrunontario](#) [@SOOntario](#)

Registration is FREE and 100% of ALL fundraising stays local. Please help us support our amazing Special Olympics athletes!

<https://give.specialolympicsontario.com/torchrun/events/global/>

[#GlobalTorchRun](#)



**WEBSITE:** <https://give.specialolympicsontario.com/torchrun/events/global/>

**HASHTAG:** #GlobalTorchRun

**SOCIAL MEDIA GRAPHIC:** Download [here](#) OR print the [DIY Torch](#) and include with local officers/athletes to promote the event with a unique and creative local flair!

**Continue in the conversation leading up to September 19<sup>th</sup> using hashtag #GlobalTorchRun. Sample posts:**

**Share why you are participating:**

"I am participating in the #GlobalTorchRun to show my support for our amazing Special Olympics athletes in our community. Join me and challenge yourself to run/walk/ride 3.3km on September 19<sup>th</sup> to celebrate 33 years of the Torch Run in Ontario!"

Provincially we hope to raise \$33,000 so please consider sponsoring me. 100% of funds raised will stay in our community.”

**Celebrate your success:**

“I have completed over 30km of training for the #GlobalTorchRun and am so close to my goal of 33km by Sept 19<sup>th</sup>!”

“I have raised over \$500 for my local Special Olympics program and am half way to my goal of \$1,000! Will you sponsor me and help me achieve my goal? Follow my progress and join me on Sept 19<sup>th</sup> for the #GlobalTorchRun and run/walk/ride 3.3km to celebrate 33 years of the Torch Run on Ontario.”

**Show off your swag!**

Have a favorite piece of LETR or SOO gear? Make sure to rock it in your photos/videos and share using #GlobalTorchRun for a chance to win some amazing prizes!

**Get Creative with the DIY Torch**

Design, print and show off your torch and show us your photo/video using #GlobalTorchRun and let's see how creative and fun you can get with your fancy DIY Torch! [Click here to download your DIY Torch!](#)

**CONTACT**

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