

**College at Brockport**  
**Drake Memorial Library, College Archives:**  
**Finding Guide for the Special Olympics Materials**  
**RG31/1**

---

**VOLUME:** 2 1/2 linear feet

**ACQUISITION:** Items in this collection were donations from various college and individual sources.

**ACCESS:** Access to this record group is unrestricted.

**COPYRIGHT:** The researcher assumes full responsibility for conforming to the laws of copyright.

---

## **I. Historical Background**

The Special Olympics are currently a yearly series of games and events that are held in celebration of athletes who suffer from physical and intellectual disabilities. Athletes can begin competing at the age of eight, and there are over twenty-five competitions that the handicapped individuals can compete in. The games are not truly held to foster competition, but rather for the recognition and embracing of these people with special needs. The games were originally conceptualized in 1968 by Eunice Kennedy Schriver, one of the leading advocates for the intellectually disabled (then referred to as “mentally retarded”). She organized and coordinated the first ever International Special Olympic Games, held at Soldier Field in Chicago, Illinois. Over one thousand athletes attended the first set of games from both Canada and the United States. The International Special Olympics have since grown to accommodate over one million athletes, and SUNY Brockport had the honor of once being a host site for the international games.

The College at Brockport was an unusual location for such a large event to take place: its rural location and limited access to athletic facilities does not fit the narrative that we think of today. However, in 1976, the college made a strong bid to become a host site for the games, and with the help and support of many committees and foundations, their bid was accepted. The college had hosted the '75 and '76 state games, and now they were responsible for hosting over 3,500 international athletes. Two of the key members who secured the bid for the Special Olympics were Peter Smits and Albert Brown, president of SUNY Brockport at the time. These two helped finalize a 275 page proposal, as well as secured the sponsors, volunteers, and donations from all outside parties.

The International Special Olympics of 1979 began on August 8th with a spectacular Opening Ceremony attended by famous personalities such as Muhammad Ali, Hank Aaron, and Christopher Reeves. 3,500 athletes from the U.S. and over twenty different countries were paraded around the Special Olympic Stadium. Other events that took place included the unveiling of a commemorative stamp, an Adventure Day trip to Niagara Falls, and the dedication of two large sculptures by Zurab Tsereteli, a Soviet artist who created the pieces amidst the issues of the Cold War. There were over twenty different competitions that took place between August 8th and 12th, and with the help of over 5000 volunteers, the games were a success. The Special Olympians competed in track and field events, volleyball, poly-hockey, swimming, and numerous other sports. The Games came to a close on August 12th, and although not everyone won, all who attended felt as though they were holding a gold medal at the end of the day.

---

## **II. Scope and Content**

The collection comprises approximately 2 1/2 linear feet of records. It covers the Special Olympics of 1979 including information on: The original bid made by Albert Brown and the college; Brockport's preparation for hosting the Olympics; planning for all of the games and events; fund raising opportunities the college put forward; correspondence between different committees, committee members, corporations, and the public; sponsorships, promotions, and advertising campaigns; list of volunteers, celebrities, committee members, and athletes involved in the games; programs, pamphlets, and other flyers and newsletters involving the Olympics; photographs of the athletes, competitions, celebrities, medal ceremonies, stadium, volunteers, sculptures, and the opening and closing ceremonies; news articles from various different outlets on the topic of the games; information and pictures of Zurab Tsereteli's other sculptures; procedures that had to be followed and the duties that different volunteers and members of the games had to complete; information on Adventure Day; quotas, numbers, costs, and statistics from the games; and many other primary source materials that came from the 1970's and 1980's. The games were held from 8/8/79 to 8/12/79.

Key abbreviations:

- S.O. - Special Olympics
  - S.O.C.- Special Olympics Committee
  - I.S.O.- International Special Olympics
  - I.S.S.O.- International Summer Special Olympics
-

### III. Series Descriptions

#### Series 1

##### **RG 31/1/st: The bookshelves:**

- **8 1979 International Summer Special Olympics Games programs**
- **Coca-Cola Planning Guide for advertising during the Special Olympics**
- **Your Special Olympics Handbook- Coca-Cola community program for the games**
- **2 International Special Olympics Proposals- Brockport's official bid**
- **3 Resource Handbooks for I.S.S.O. - list of events, games, and a directory**
- **Toastmaster's Speaker Bureau Manual- info. for public speakers on games**
- **Video Cassette of the 1975 Special Olympics- 58 minutes in length**
- **Microfilm on the Special Olympics of 1979- press reports, sculpture ceremony**
- **DVD on Sculpture Dedication Ceremony- 8/7/1979**
- **Special Olympics Gray Box: Contains folders on these documents-**
  - BSG Dance Marathon Folder
  - Advertising Campaigns, Promotions, and Sponsorships
  - "The Story of the 1979 I.S.S.O." handout
  - "Sponsor an Athlete" Report- donor sheets w/ donation amounts
  - Photographs of Brockport: its campus, village and athletic fields
  - Toastmasters Speakers Bureau Manual
  - "Brockport Journal"- personal journal from a volunteer in 1979
  - Photographs of athletes, events, administrators, and directors
  - Promotion Folder- proposed logos for the Special Olympics
  - Commemorative Stamp Proposal
  - Registration Folder- forms for athletes, coaches, volunteers, chaperones, etc.
  - Security - maps, traffic plans, radio equipment, crowd control
  - Souvenirs
  - Special Events
  - "Very Special Arts Exhibition"
  - Volunteers
  - Wheeler Industries- creation of a car for the Grand Marshall of the parade
  - Master Plan
  - ABC- meetings between ABC execs and school officials on TV coverage of games
  - Resource Manual- includes "A New Kind of Joy" program and "Story of the S.O."
  - Bibliography of the Special Olympics
  - Briefing Kit- coordination of all events, games, and activities

- **Chaperone's Handbook- responsibilities, procedures, competition rules, etc.**
- **Guest Book- signatures of athletes, attendees, special guests, etc.**
- **1976 State Special Olympics Handbook**
- **Special Olympics Slides- pictures from the games, including celebs and athletes**
- **Special Olympics Binder- teaching skills, fitness tests, training plans, booklets**
- **Book by Zurab Tsereteli (signed)- collection of all his work in 1975**
- **"Zurab Tsereteli" (signed)- collection of work; Brockport on p. 38, 248-252.**
- **Video Cassette, "Zurab Cereteli"- 30 minutes of his artwork in USSR**
- **Special Olympics Gray Box- misc. flyers, cards, bumper stickers, etc:**
  - Yellow Plastic bag celebrating the Special Olympics
  - Red Committee Member Ribbon and Purple Host Ribbon
  - Prometheus Society invitations and donations
  - List of celebrities, athletes, committee members, and directory of people at games
  - Newsletter from Assemblyman Andrew D. Virgilio
  - Pamphlet- "The Story of the 1979 International Summer Special Olympics"
  - First issue of the 1979 commemorative stamp and seal from the Special Olympics
  - Free Admission pass
  - Bumper sticker
  - Wings of Blue U.S. Air Force Parachute Team pamphlet
  - "International Flag Display" in Seymour Union pamphlet
  - Invitation to buffet reception in Dailey Dining Hall 8/10/79
  - 1979 International Summer Special Olympics stationary
  - "Official Special Olympics General Rules"
  - Xerox postcard from 1979
  - 1979 I.S.S.O. Games Program
  - 3 copies of *The Stylus- The Olympics Special* 8/12/79
  - *The Stylus- Announcement of the Special Olympics* 11/28/77
  - 2 copies of *The Stylus- Colorful Ceremonies Kick-Off Olympics* 8/10/79
  - *Rochester Democrat and Chronicle- Special Olympics: Thinking Positive* 7/29/79
- **Special Olympics Gray Box- "Various Photos"- numerous sets of photos:**
  - Photos for Distribution #1: athletes, competitions, medal ceremonies, fans, coaches
  - Photos for Distribution #2: speeches, celebrities, huggers, Muhammad Ali, etc.
  - Folders with athletes and chaperones from all the different countries and states
  - File Photos- registration tent, torch lighting, all events, opening & medal ceremonies
- **2 Gray Boxes: "Flag, T-shirt, 2 Caps"**

- **Brown Box: “Special Olympics” -Files on various actions and committees:**
  - 2 different programs for the games
  - New York State United Teachers- volunteer letters, donations, resolutions, etc.
  - Press Conference- announcing host site, press releases, news conferences, remarks
  - Quotas- number of athletes, directors, volunteers by state/country
  - REACT- organization’s involvement in the games; established communications
  - Research Special Olympics- impact on all involved
  - Rollie Schmidt- supply catalog for apparel and medals
  - “Sponsor an Athlete”- donations to athletes, list of corporations and individuals
  - Special Olympics Committee- Awards
  - Housing- preparation and clean up, occupants, accessibility concerns
  - Directors Conference
  - Finance Committee
  - State Funding Proposals
  - Medical- procedures for care and intervention
  - Operations Center- temporary office space for I.S.S.O. directors
  - Legal Affairs- insurance, liability, other such documents
  - Competiton/Clinics Group- schedule of events and training sessions
  - Credentials- how to identify different people at the games
  - Decorations- campus, dorms, event centers, village, Merchant Display contest, etc.
  - Ceremonies- proposals, remarks, schedules for opening and closing ceremonies
  - Kodak- sponsorship, donations, volunteers, taking pictures, and correspondence
  - Commemorative Medal- items for sponsors, volunteers, athletes, and donors
  - Congratulations Letters- sent from sponsors, athletes, donors, volunteers, countries...
  - Final Report- medical treatments, attendance, statistic, future changes, etc.
  - Fund Raising- stenographer’s notebook w/ donation amounts, tracking system, etc.
  - Grandstand Seating- proposals, alterations, fixing track, construction, blueprints, etc.
  - Handouts- “A New Kind of Joy,” “The Story of the ’79 ISSO,” “Sponsor an Athlete”
  - Invitation List- receptions, banquets, luncheons, list of invitees, RSVP’s, schedules
  - “Film-For-Funds”- fund raising campaign for different committees
  - Group Directors Meeting Minutes- summary of all meetings, reports, and agendas
  - Campus Accessibility- changes to buildings to accommodate the athletes on campus
  - Levi-Strauss- supply of clothing to athletes and volunteers, order forms, quotas, etc.
  - Promotion- proposal to I.S.O., financial assessment, endorsements, fundraisers, etc.
  - McDonald’s- promotions, volunteers, donations, portable units, transportation
  - Miscellaneous Correspondence
  - [Bob] Montague- correspondence w/ Jimmy Carter, payments, planning, ratios, etc.
  - NBC- news segments on games, Jim Henson correspondence, John Denver letters...
  - Sports Camp “Final Report”- on coaches, facilities, and events; training, plans, etc.
  - SUNY Liaison Committee- correspondence w/ Chancellor of SUNY, Governor of NY
  - Superstar Competition- celebrity and athlete competitions; schedules and plans
  - Adventure Day- planning, schedules, transportation, maps, notes, ratios, etc.
  - Celebrities and V.I.P.’s- lists of attending and not attending persons

- **Brown Box: “Special Olympics” -continued:**

- Sponsor Reception- list of attendees and donations
- Celebrity Itineraries- schedule of activities for individual celebrities

**Series 2**

**RG 31/1/fc: The file cabinets:**

- **Press Clippings keyword index- lists of keywords and articles by date**
- **Correspondence- article from Calhoun Times on local runner**
- **I.S.O. 1975 Lansing, Michigan- 1975 newsletter used to plan 1979 Games**
- **“Let’s Play to Grow”- 12 guides for parents and teachers of disabled children**
- **Special Olympics Archive Webpage- Three plans for the webpage design**
- **S.O. Salute to Superman the Movie- 2 programs for the showing of the film.**
- ***Summer Stylus* 1979- volume 44 numbers 1-4. Special Olympics coverage**
- **Press Clippings- NYS articles form different newspapers from 8/5/79 - 8/13/79**
- **Special Olympics *Stylus*- 1977 announcement of bid; 1978 article on stadium**
- ***Brockport AlumNews*- 1980 article recapping the '79 Olympics**
- **Brockport Newsletters- monthly newsletters in '78 and '79 for S.O. preparations**
- ***Focus on Brockport*- 1980 edition. “All the Children of the World Sculpture”**
- ***Kaleidoscope* 30th Anniversary- 2009 edition; special recollection of the Games**
- **Newspaper of the I.S.S.O. 8/8/79- 8/12/79- issues of the *Olympics Special***
- ***Rochester Democrat and Chronicle* Guide to the Special Olympics**
- ***Brockport Post*- 1/18/78**
- ***Brockport Post*- 8/8/79**
- ***Rochester Times-Union*- 6/5/79**
- ***Rochester Times-Union*- 8/2/79**
- ***Suburban News Special Edition*- 8/9/79**
- ***SUNY The News*- 9/79 and 10/79**
- ***Rochester Democrat and Chronicle*- 15 Miscellaneous articles**
- **“Story of the 1979 International Summer Special Olympics” - 7 copies**
- **Commemorative Stamp 8/9/79- First Day of Issue ceremony pamphlets**
- **Buttons and Stamps- buttons for volunteers and patch worn by athletes**
- **Correspondence- 2 folders: Brockport and USSR; amongst S.O. committee**
- **Miscellaneous Information- news articles, stamps, bumper stickers, etc.**

- **Time Capsule-** articles from different news outlets at the end of the games
- **Athlete David Waddington-** donor information and volunteer forms
- **Equipment-** list of what was needed and where it was needed
- **Public Relations-** correspondence to the public (individual and groups)
- **Games Programs-** keyword index, 6 programs, folder for perspective students
- **Res. Life Staff Files-** 4 separate folders; preparation, duties, roles, clean up, etc.
- **Sculptures and Artist-** pictures of Tsereteli and his sculptures, news articles, etc.
- **Photographs Misc.-** games, events, ceremonies, celebrities, athletes, volunteers...
- **Sculpture Dedication-** Audio recording of Brown, pictures, articles, interviews, etc
- **Park Dedication-** 2 articles on the ceremony; 1982
- **Statues-** file on “Prometheus” sculpture
- **Superstars Teams 8/8/79-** schedule of games and events for the celebrities
- **Chaperone’s Handbook-** 7 copies; general info, competitions, procedures, etc.
- **Press Clippings: 13 folders of press clippings arranged mostly by date:**
  - **Press Clippings 1**
    - Rochester Democrat and Chronicle- 7/29/79 Special Edition
    - Articles from 3/9/79 - 7/30/79
    - Articles from 8/5/79
    - Articles from 8/6/79
    - Articles from 8/7/79
    - Articles from 8/8/79- biggest range of papers and locations
  - **Press Clippings 2**
    - 2 folders for 8/9/79
  - **Press Clippings 3**
    - 2 folders for 8/10/79
  - **Press Clippings 4**
    - Articles from 8/11/79
  - **Press Clippings 5**
    - Articles from 8/12/79
  - **Press Clippings 6**
    - Articles from 8/13/79

### Series 3

#### RG 31/1/ The flat drawers: Special Olympics- #18

- Special Olympic Park Day proclamation 10/8/82- in a glass case
- Sculpture Photos- 14 pictures of sculptures before and after it was put together
- 3 yellow Special Olympic mini-flags
- 12 cardboard Special Olympic promotional posters
- 2 pictures of “Joy and Happiness to All the Children of the World” sculpture
- 1 picture of “Prometheus” sculpture
- 1 overhead picture of the opening ceremonies
- 1 picture of an athlete being awarded a medal
- 2 Certificates of Appreciation- “Sponsor an Athlete” program
- Picture of musical group
- Panoramic photo of ceremony at the stadium
- Enlarged photo of ballon launch at stadium
- Mounted perspective plan for “Joy and Happiness” picture
- Mounted photo of the pieces of the “Joy and Happiness” sculpture
- Picture of Tsereteli and “Prometheus” in studio
- Close-up of “Prometheus” base
- Large white portfolio, including:
  - 2 *Rochester Democrat and Chronicle* articles on sculptures
  - 1 *Rochester Democrat and Chronicle* article on Zurab Tsereteli
  - 2 *Summer Stylus* articles on Tsereteli
  - Newsday and Garden City articles on sculptures
  - *Daily Sentinel, Buffalo Evening News, Greece Post* on Tsereteli
  - Special Olympics souvenir article on Tsereteli
  - 1 *Rochester Democrat and Chronicle* after the sculpture was put up
  - *NY Daily News* and *Suburban News* in Spencerport articles
  - *Jamestown Post-Journal, Rochester Times-Union, Olympics Special* articles

## Series 4

### Unprocessed: “The Edwards Collection”

- **Unmarked [Miscellaneous]-**
  - Bumper stickers
  - Postcards
  - Volunteer forms
  - Directories
  - Invitation lists
  - Airport plans
  - Hospitality lists
  - List of codes
  - H.Q. staff catering menus for events
  - Schedule of arrivals
  - Reports, updates and notes from meetings
- **Newsletter-**
  - *Rochester Times-Union* article on sculptures
  - I.S.S.O. Newsletter
  - Picture of “Hi Hopes”
  - Andrew Virgilio newsletter
  - list of celebrities to invite
  - Special Olympics committee
  - *Washington Post* newsletter
  - I.S.O. newsletter about Brockport
  - *The Stylus* two articles on the Special Olympics, 1977
  - *The Special Olympian*
  - *SUNY News* 1978 article on the games
- **Complete-**
  - Souvenir program completion
  - Celebrities meeting and notes
  - Letters on what to see and do in Rochester
  - McDonald’s and their efforts towards the Special Olympics
  - Notes on transportation
  - International Special Olympics committee workshop agenda
  - Director’s conference
  - Schedule of events
- **Correspondence-**
  - Needs from hospitality committee
  - Eunice Kennedy Schriver’s suggestions
  - Correspondence with Bud Meade, Al Brown, and Peter Smits
  - Need for communication improvements

- **Correspondence (continued)-**
  - Volunteer support
  - Itinerary for Eunice Kennedy Schriver visit
  - Schedule of activities for directors
  - Robert Montauge correspondence
  - Sponsors
  - Attendees
  - Celebrities
  - Athletes
  - Responsibilities and needs of different committees