LETR: FIND YOUR WHY
DELIVERABLES AND SOCIAL COPY

The **LETR: Find Your Why** deliverables are outlined below.

Five videos will be featured during the Conference and shown at the conclusion of each general session in the following order:

1. Kaya Kidd 11/5/2026 10:00 AM EST
2. Danny Hall 11/5/2026 2:00 PM EST
3. Carla White 11/6/2026 8:15 AM EST
4. Andy Watson 11/6/2026 2:30 PM EST
5. Matt Burton 11/7/2026 9:00 PM EST

These videos will be scheduled to be posted on Special Olympics International (SOI) **Special Olympics International (SOI) YouTube, Facebook, LinkedIn, Instagram, and TikTok channels** following each general session. The featured individual's home Program and LETR Program will be tagged and invited as collaborators on the corresponding social media posts.

We ask that you please accept collaboration invitations from SOI to help amplify these stories and extend their reach across our movement.

We also encourage you to share the content with your staff, volunteers, athletes, and partners and engage with the posts through likes, comments, and shares.

When resharing content, please use the following hashtags:

#SpecialOlympics
#LETRforSO

Thank you for helping us celebrate the incredible impact of Special Olympics and the Law Enforcement Torch Run through these inspiring stories. The later video links are included but they are set as private for now and you will not be able to view them until they are released in the coming weeks. For questions, please email letr@specialolympics.org.

Kaya Kidd 11/5/2026 10:00 AM EST

As an Arkansas law enforcement officer, Kaya Kidd witnesses some of life's toughest moments. But through, Special Olympics Arkansas and her involvement with Law Enforcement Torch Run for Special Olympics Arkansas she's reminded of something just as powerful: the joy, resilience, and hope that exists in every community.

Special Olympics athletes inspire her to keep looking toward the light, even on the hardest days. They remind her that brighter days are always ahead.

That's her why. What's yours?

#LETRforSO #SpecialOlympics

Video to be shared https://youtube.com/shorts/FrnwUMKBLLc

Danny Hall 11/5/2026 2:00 PM EST

The words we hear can have a lasting impact, often when we least expect it.

A speech from Special Olympics Texas athlete Bruce Clark left a profound impression on Danny Hall during a Law Enforcement Torch Run for Special Olympics International Conference. Just days later, Danny was hospitalized and fighting for his life. In those challenging moments, Bruce's words became a source of strength, giving him the determination to keep fighting.

Since then, that experience has fueled Danny's passion for serving Special Olympics athletes and advancing the mission of inclusion.

Everyone has a reason for being involved. What's yours? How do you #ChooseToInclude?

#LETRforSO #SpecialOlympics

Video to be shared https://youtube.com/shorts/J5b5mOVB6a0

Carla White 11/6/2026 8:15 AM EST

For more than 25 years, Michigan LETR volunteer Carla White has considered Special Olympics athletes as part of her family. What began as volunteering through her work as a corrections officer grew into a lifelong passion.

Today, Carla continues to find new ways to get involved and inspires others to join her in what she calls a truly life-changing experience.

Special Olympics is her why. What's yours? Share with us below how you choose to make a difference.

#ChooseToInclude #LETRforSO #SpecialOlympics

Video to be shared: https://youtube.com/shorts/2q2su73LTyg

Andy Watson 11/6/2026 2:30 PM EST

Andy Watson has been driven by one purpose for over 35 years: inclusion.

From his early days as a student nurse supporting people with intellectual disabilities to his career in law enforcement, Special Olympics has remained at the heart of his journey. Along the way, his family has embraced the mission too, making it a true family affair.

Special Olympics is his why. It's what keeps his flame burning.

What's your why? Share how you #ChooseToInclude.

#LETRforSO #SpecialOlympics

Video to be shared: https://youtube.com/shorts/ijDzpnXlLb0

Matt Burton 11/7/2026 9:00 PM EST

"I still got my puck, Coach!" 🏒

For Easton, that puck represents much more than his first goal. It's a symbol of achievement, perseverance, and a moment he'll never forget.

For Special Olympics Alberta volunteer Matt Burton, Easton and that puck are a beacon, a reminder of the hope, joy, and goodness we should all see in one another. It's moments like these and athletes like Easton that fuel Matt's passion for the movement and remind him why he continues to volunteer with Special Olympics Alberta.

Easton and the thousands of athletes like Easton are Matt's why.

What's your why? Share your story in the comments and tell us how you #ChooseToInclude.

#LETRforSO #SpecialOlympics

Video to be shared: https://youtube.com/shorts/vhGKuNE981A

Mary Wheeler 11/26/2026 8:00 AM EST

Hugs of joy.

For Mary Wheeler, they're one of the most meaningful parts of being involved with the Law Enforcement Torch Run® for Special Olympics. As a law enforcement officer, she sees the challenges people face every day. But it's the hugs, smiles, and genuine connections with Special Olympics athletes that restore her faith in the goodness of the world.

Through LETR, Mary has grown not only as a volunteer, but as a person. The athletes she serves are a source of light, inspiration, and hope.

They are her why.

How has being involved in LETR shaped you? What's your why? Share your story in the comments and tell us how you #ChooseToInclude. 💙 🤍

#LETRforSO #SpecialOlympics

Video to be shared: https://youtube.com/shorts/BKVaZ0b-vtQ

David Passen 1/01/2027 8:00 AM EST

From the first time you place a medal around their neck to seeing them develop as a leader, competitor, and person, creates a bond that lasts a lifetime.

For David Passen, that bond has come full circle. After years of dedication to Special Olympics, he is now passing the torch to his daughter, continuing a family's legacy of service and inclusion.

Carrying the Flame of Hope is more than a responsibility. It's an emotional experience, often bringing tears of joy as you reflect on what the flame represents: courage, acceptance, opportunity, and the limitless potential of every athlete.

For David, that's his why.

What's your why? How do you #ChooseToInclude?

#LETRforSO #SpecialOlympics

Video to be shared https://youtube.com/shorts/Idtnyiw27t8

Larry LJ Jedrey 01/19/2027 8:00 AM EST

When life knocks him down, Larry LJ Jedrey has learned from Special Olympics Massachusetts athletes how to get back up on his feet with a smile on his face.

Katie Dyer defied the odds from birth, overcoming serious medical diagnoses with the love and support of her family and community.

On his toughest days, LJ remembers the athletes in his community and Katie that remind him to live happily and keep kicking.

That's his why.

What's your why? Share your story in the comments.

Learn more: www.letr.org

#LETRforSO #ChooseToInclude #SpecialOlympics

Video to be shared: https://youtu.be/oG7kj8YG-6k

Nick Schmidt 02/02/2026 8:00 AM EST

For years, Special Olympics Illinois athletes Tony and Jim have inspired Nick Schmidt, igniting a passion that continues to burn brighter with every interaction.

Their positivity, resilience, and unwavering outlook on life serve as a powerful reminder that even in a profession where he often encounters difficult situations, there is still so much good in the world. To Nick, Special Olympics athletes are a light that shines on all of us.

They are his why.

What's your why? Share your story below and tell us how you #ChooseToInclude.

#LETRforSO #SpecialOlympics

Video to be shared: https://youtube.com/shorts/STm09XATOvQ

Candice Simeoni 02/14/2027 8:00 AM EST

Special Olympics athletes complete you and put you back together when you question your why. In law enforcement, we often meet people on their hardest days and carry the weight of those moments with us. But Special Olympics is a reminder that there is so much good in the world.

For Candice Simeoni of LETR Massachusetts, that reminder is her why. Through Special Olympics, she finds hope, joy, and the power of inclusion.

Share your why in the comments.

Learn more: www.letr.org

#LETRforSO #SpecialOlympics #ChooseToInclude

Video to be shared https://youtube.com/shorts/6V0gsDsgd7M