



Special Olympics World Games Berlin 2023 Mascot Revealed

Under 100 days, the Special Olympics World Games 2023 begin in Berlin, and the official mascot was revealed. Named Unity, the mascot was presented during the morning show of Germany's primary television broadcast ARD, in front of the Brandenburg Gate by Special Olympics Germany tennis player Sophie Rensmann and the CEO of Special Olympics World Games Berlin 2023 Sven Albrecht.

Special Olympics athletes from around the world chose the name for the mascot, whose heart shape was inspired by the official logo of the World Games and symbolizes togetherness and affection.

The World Games Berlin 2023 motto is "unbeatable together," and that spirit infused the creation of Unity.

Special Olympics athletes from all over the world met digitally for several weeks to exchange ideas about the name of the mascot. The name Unity was ultimately chosen based on the emotions the athletes feel about the World Games: joy, togetherness, pride, and excitement. These emotions also influenced the colors of Unity.

Unity represents the world's largest sport and humanitarian event and is intended to convey inclusion for people with intellectual disabilities to Germany and the world.

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#ZusammenUnschlagbar
#UnbeatableTogether



Beginning in May, Unity merchandise will be available in three colors in the [World Games webshop](#).

Photos & videos

Free assets can be downloaded [here](#).

Contact

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Media registration for the Special Olympics World Games Berlin 2023

Broadcaster & Media registration for the Special Olympics World Games Berlin 2023 is now open. Any media wishing to apply for media credential are invited to visit the link here: <https://www.berlin2023.org/en/accreditation>

The deadline for media registration is 30 April 2023.

WWW.BERLIN2023.ORG/EN

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