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New Mexico True and Special Olympics New Mexico Announce New Partnership

(Albuquerque, N.M.) – On Friday, May 18, New Mexico True and Special Olympics New Mexico announced a new partnership to bring the joy of sport to all New Mexicans and to add New Mexico True branding to Special Olympics' statewide events and promotional materials.

Special Olympics New Mexico and New Mexico True share the mutual goals of building pride in New Mexico, celebrating the people of the state, and sharing meaningful stories to deepen the impact of each organization.

"Thousands of New Mexicans are traveling each year to participate in the incredible athletic events organized by Special Olympics New Mexico," said Tourism Department Cabinet Secretary Rebecca Latham. "This partnership allows us to encourage longer stays that benefit New Mexico's economy, while celebrating the people of our state and creating new opportunities for everyone involved."

Special Olympics New Mexico organizes eight events across the state throughout the year, and New Mexico True will help the Special Olympics athletes and their families create fantastic memories during their travels by providing regional itineraries.

"This partnership is so unique. The possibilities are not only endless, but they will bring value to both New Mexico True and to Special Olympics New Mexico," Randy Mascorella, Special Olympics New Mexico Executive Director said. "We are deeply grateful to Governor Martinez and the legislature for their support of our athletes and families statewide."

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About Special Olympics New Mexico:

Special Olympics New Mexico provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. Today, Special Olympics New

Mexico serves over 3,400 athletes, offering year-round training and competition in 12 sports. Special Olympics New Mexico is sponsored year-round and statewide by New Mexico Knights of Columbus, New Mexico Law Enforcement Torch Run, French Funerals Cremations, Wells Fargo, HP, Blue Cross Blue Shield, Cumulus, Rudy's "Country Store And Bar-B-Q", 7-Eleven, and Blake's Lotaburger.

About New Mexico True: At the direction of Governor Martinez, the New Mexico Tourism Department created the New Mexico True campaign in response to common misconceptions that New Mexico is a dry, arid, barren desert state with nothing to do. Built upon the idea that a trip to New Mexico is an "adventure that feeds the soul," the campaign provides a platform for unified brand messaging for more than 50 communities and businesses around the state. In 2015, New Mexico True received two prestigious awards for "Best Digital Campaign" in the country. Since the launch of the campaign in 2012, the economic impact of tourism in New Mexico has grown for seven consecutive years.