

SPECIAL OLYMPICS RECORD

A special newspaper section published in the public interest by The Mississauga News, Burlington Post, Etobicoke Gazette, Oakville Beaver, Ajax/Whitby/Pickering News Advertiser, Markham Economist and Sun, Oshawa This Week, Newmarket/Aurora Era, Stouffville Tribune, The Acton Free Press, The Georgetown Independent and the Milton Canadian Champion.

FACES
OF
CHAMPIONS
P. 2

EVERYONE
HELPS
P. 6

GAMES
THEY PLAY
P4 AND 5

COMPETITION
IMPORTANT
P 7



Pat and pal having a ball in earlier telethon!

Canadian Special Olympics Pat Marsden up front for CFTO 24-hour telethon

Happy Pat Marsden, sports director of CFTO-TV will talk, dance, chat and eat his way through 24 hours of fun and games and music as master of ceremonies of a telethon to raise funds for Canadian Special Olympics, an organization geared to providing instruction, guidance, equipment and facilities for the thousands of mentally retarded from coast to coast.

Marsden is an old hand at master minding the challenging job of master of ceremonies. Obviously it is a work of love which he enjoys almost as much as he enjoys being the CTV network's play-by-play broadcaster of professional football.

Broadcasting sport was his ambition from the day

he graduated from St. Patrick's College, Ottawa, not too many years after he was born in that city. The year he called his first play from the crib was 1936.

He made Ontario his personal hunting ground in seeking the big sports job. He worked for radio and television stations in Ottawa, Blind River, Niagara Falls and Fort William before settling down in Toronto. He has broadcast football, in fact practically commuted, between the city's two major networks, CTV and CBC.

Everywhere he went he was hired on as a newsman. And at every change he accepted the job offer with the comment: "OK I'll take it but I'll do your sports for you for nothing if you'll let me."

Finally a television executive heard his cry and today he is at the top of his chosen profession in Canada — sports director of a major Canadian television organization.

His credits include Grey Cup games, Ottawa in 1967 was his first one; host of the longest running sports show in Canadian television, Sports Beat (eight years), and he was host play-by-play commentator for the 1972 Canada-Russia series.

Marsden is interested in the Special Olympics not only for its competitiveness but for what it has done for boys and girls, young and old, who need only a chance to prove they too can win.