



JOHN MCCREA
Executive Director



DENNIS ROBINSON
Police Association



REV. BOB RUMBLE
Blind to Help



DOUG TURNBULL
CSO Director



J. D. GUNN
Deaf to Help



JOHN TAYLOR
Campaign Chairman



MARJORIE MCPHERSON
OAMR President



JIM VIPOND
Record Editor

Police, sports, blind, deaf join to help CFTO Telethon

"As a sports oriented organization, we recognize this as a most worthy cause and it was unanimously agreed to support your efforts both by cash donation and involvement with the New Year's Telethon."

Thus wrote Dennis Robinson, president of the Metropolitan Toronto Police Amateur Athletic Association after attending the annual meeting of Canadian Special Olympics and learning of its projects, including the telethon.

The MTPAA is only one of many groups and individuals who have paid far more than mere lip service to this expanding organization.

Originally started by Harry (Red) Foster, now honorary chairman, but far from retiring,

CSO recently prevailed on John C. McCrea to become executive director. Other directors are campaign chairman, John Taylor, president of Simpson-Sears Ltd., John D. Allan, president, Steel Company of Canada, and Douglas W. Turnbull, vice-president of finance, Canadian Special Olympics.

Leaders in other charitable organizations have moved in as advisors to assist in the telethon. They include the Rev. Bob Rumble who has been leading his own drive for rehabilitation facilities for the blind, J. D. Allen, vice-president National Institute for the Blind; Charles Verrier, president of Square D and for many years active in development of projects for the mentally retarded and Marjorie McPherson, president of the

Ontario Association for the Mentally Retarded.

Dominion Stores have played an active part. The food company will give away tips of beef as draw prizes at various times during the night of the telethon. Both Dominion Stores and McDonalds will be helping to feed the many hundreds of volunteers on and off stage and particularly those on the telephones. They'll be providing food and coffee.

All McDonalds stores throughout Metro will be drop-in centres for pledges. Members of store crews will be selling balloons. New Year's Day with proceeds going to the telethon. The clown Ronald McDonald will be on camera some time New Year's morning during a program for children.

And it is the Royal Bank of Canada which over the years has provided all the medals and ribbons for athletes competing in Canadian Special Olympic games.

Simpson-Sears make a major contribution too. That organization puts its entire telephone service to work for the telethon. Many volunteers will be needed to answer the telephones. Directions on where to volunteer for the various shifts will be found on page 6.

The police athletic representatives were so enthusiastic that they held a special meeting of their own membership which unanimously agreed to donate \$4,000 to Canadian Special Olympics which will be presented on stage during the telethon.



CHARLES VERRIER
MTAMR Representative



J. D. ALLEN
CSO Director

Famous athletes coach retarded coast to coast

Toronto Maple Leafs' Lanny McDonald is coach of Canada's floor hockey team that will compete in the International Special Olympics next summer. But he is backed up by a star cast of honorary coaches.

Helping the retarded from coast to coast are Bobby Clarke, Philadelphia Flyers; Kathy Kreiner, 1976 Olympic Gold Medalist, Skiing; Tony Gabriel, Ottawa Rough Riders Football; Sylvio Fortier, Synchronized Swimming Champion, 1976; Ralph Hutton, The "Iron Man" of Canadian Swimming in the 1960's; Dorothy Lidstone, World Women's Archery Champion, 1974; Susan Natrass, Three-time World Trapshooting Champion; Cathy Townsend, Women's World Bowling Champion, 1975; Sandy Hawley, Winner of 1976 Eclipse Award as the Continent's Outstanding Jockey; Mike Polyk among others.

Pro Athletes play tennis to help show

Sports personalities more accustomed to shooting pucks, throwing blocks, whistling players off ice or field, playing baseball, producing television or radio shows or editing newspaper columns, joined real tennis experts on the indoor courts of Wingfield Indoor Racquet Club, Dec. 8. Tennis fans and observers were invited to watch the players at \$3 a head with the proceeds to be used to launch CFTO's telethon for the mentally retarded, New Year's Eve.

The organizers were still counting the money when this tabloid went to press. However, it matters not who won or lost but for whom they played the game. Suffice to say they hope to give telethon master of ceremonies Pat Marsden a cheque for at least \$4,000 when the big show opens at CFTO, New Year's Eve.

Meanwhile athletes representing many other sports are planning projects with which to raise cash for the telethon.

Ottawa's Tony Gabriel, great pass catching footballer has already collected the donation he wants to make, his cheque for \$500 received from Schenley's as the most outstanding football player in Canada this year.

Ron (Bucky) Richards who operates the new Trillium Valley Ski Club at Oshawa will turn over the gate proceeds of Dec. 28 skiing to the telethon. Trillium is 16 km north on Simcoe from highway 401. He has 28km of trimmed trails, warming huts and coffee.

Also many high school groups within CFTO's viewing area are planning a wide range of activities to raise funds.

Gordon MacRae to join telethon entertainers

Singing star Gordon MacRae heads a growing cast of television, stage and sports celebrities who will move in and out of CFTO's vast studios over a 24-hour period New Year's Eve to entertain and talk on behalf of the Canadian Special Olympics fund-raising campaign for retarded persons.

MacRae, who to nostalgic theatre goers is best remembered for his leading role in that great musical Oklahoma which refuses to grow old, will practically step from an aeroplane onto the stage.

He'll be joined by singers, actors, choral groups, bands, dancers, athletes, referees and many other professionals be they honours of the stage or terrors of the ice.

Confirmed as this paper went to press were stage and television personalities, Barbara Hamilton, Jack Duffy, comedian Don Herron, alias Charlie Farquharson, host of CBC's radio show, Morningside; folksinger Arnie Wisnick, singers Ronnie King, Rachel Orfield, Rita Johns, Billy Van, Scott Cushnie and Mark Jordan, Lloyd Robertson and Harvey Kirck, co anchors of CTV National News; Jim Reed, Henry Champ and Jack McGruw, co-hosts of CTV information program Live It Up; Helen Hutchinson, co-host of CTV Public Affairs program, W-5; Ottawa Rough Riders Tony Gabriel, winner of two Schenley awards as the most outstanding football player in Canada this year; Sherisse Lawrence and Cal Dodd, co-hosts of CTV Variety Show Circus, and National Hockey League referees, Bruce Hood, Leon Slickle, John D. Amico and Ron Wicks.

And that's only for openers.

B.C.'s Daffoni Pendleton wins Kennedy award

Daffoni Pendleton, a Special Olympics athlete from Victoria, B.C., was honored as one of the 11 out of 1,000,000 Special Olympians in the United States and Canada who best exemplify the Spirit of Special Olympics in a ceremony at the John F. Kennedy Centre for the Performing Arts in Washington, D.C. Dec. 10.

Mrs. Jimmy Carter made the award presentation of gold medallions created especially for the occasion by noted sculptor Mico Kaulman and the Medallion Art Company as a public service.

Daphne and the 10 other awardees were presented to Mrs. Carter and an audience of hundreds of dignitaries and supporters from government, entertainment and sports associated with the Special Olympics programs including Muhammad Ali, Steve Garvey, Pele, Henry Kissinger, Barbara Walters, Kyle Rote, Jr., Bert Jones and Elvin Hayes.

Daffoni, who has multiple handicaps, competed in her first national Special Olympics in Regina last Summer as a swimmer. Her courage, determination and friendly, cheerful attitude marked her as a potential candidate for the Award.

CA group celebrates by helping

The phones are ringing frantically. Two hundred of them. Operators are taking down pledges as fast as their fingers can cover the page. Then what happens?

Where do the pledges go? How much money is coming in?

Chartered accountants. Members of the Institute of Chartered Accountants of Ontario have volunteered to provide a control system for the telethon.

There will be 100 CA's on duty during the course of the 24 hours. They'll be processing and tabulating the pledges, supervising collection of cash donations — in general, overseeing the accounting aspects of the telethon.

And they won't be just behind the scenes. Chartered accountants will be up front too, taking their turn on the telephones.

From 10 P.M. New Year's Eve to 2 A.M., all the telethon phones in the CFTO studios will be answered by chartered accountants.

RCMP band at Games

Close to 200 Canadian athletes will travel to Brockport, New York next August to compete in the International Special Olympics against athletes from the United States.

The athletes will be accompanied by the Royal Canadian Mounted Police band which will participate in the opening ceremonies, Aug. 9.

Winning most important for this boy

The boy, tall and blond, was still breathing heavily and the sweat still glistened. Could somebody tell him please where there was a telephone, he asked. He had to call his father and tell him that he'd won the race. "I've never won anything before in my life..."

"He was one of the lucky ones — not because he won, but simply because he got the chance to play" said John D. Taylor, Canadian Special Olympics Campaign chairman. The place was Oakville, the event the Invitational Special Olympics, the boy mentally retarded. The boy was lucky because he happened to live in a community that recognized the importance of sports competition to retarded youngsters, a community that was prepared to provide it.

"He was lucky that it was 1977, and not a decade earlier because as recently as that sports programs for the retarded were simply unheard of. Then, following the lead established by the Joseph P. Kennedy Jr. Foundation in the United States, Canadians — at least a handful of them — began to realize that the mentally retarded, like other people, not only enjoyed athletic competition, but grew from the experience. And not just physically."

"Until now the Harry E. Foster Charitable Foundation, backed by the generosity of a small group of corporations, individuals and government departments, has carried the ball in this country. The time has arrived, however, when the Foundation's resources simply cannot provide for the necessary growth of the program. We need your help."

Help wanted for phones

Dozens of volunteers are needed to answer telephones, and assist in many other ways on the New Year's Eve CFTO telethon between 6 p.m. Dec. 31, 1978 and 6 p.m. Jan. 1, 1979. Five-hour shifts will include one hour for briefing and orientation. The major telephone centres will be at Simon's phone order department, 89 Gould St. between Jarvis and Yonge and CFTO-TV. Volunteers may work one or more shifts. Volunteers are requested to telephone 865-0349.