Content Calendar Overview

2026-2027 – Last Updated Oct 2026 – Next Update Jan 2026

To share ideas or request resources, please contact marcomms@specialolympics.bc.ca

Timing	Special Olympics Dates *Not an exhaustive list – highlighting dates most potentially useful to SOBC Locals for promotional content. For additional content, please consult the SOBC website and calendar.*	General Awareness Dates *Not an exhaustive list – highlighting official provincial, national, and/or international dates of significance that have highest potential relevance for Special Olympics content.*
Ongoing	Special Olympics BC member stories and recruitment, program spotlights, calendar highlights, coach development & Safe Sport opportunities	#WellnessWednesday – SOBC spotlighting Inclusive Health programs, stories, and resources
Nov 2026	Nov 9: Special Olympics Canada Awards Night Nov 19: Inaugural SOBC Unified Soccer Provincial Championship	Nov 11: Remembrance Day Nov 13: World Kindness Day Nov 20: World Children's Day
Dec 2026	Dec 15: 100 days to 2027 SOBC Winter Games Richmond Year-end donation opportunities 2027 SOBC Winter Games previews	Dec 1: Giving Tuesday Dec 3: International Day of Persons with Disabilities Dec 5: International Volunteer Day
Jan 2027	2027 SOBC Winter Games previews Jan 29 to 31: Tim Hortons Special Olympics Donut fundraising and awareness campaign TBD: SO Canada's SO Team Canada 2027 announcement?	Jan 1: Happy New Year!

Feb 2027	Feb 5 to 7: 2027 SOBC Winter Games snow sports Kelowna Feb 20 to Mar 7: Polar Plunge for Special Olympics BC	Black History Month Feb 4: National Girls & Women in Sports Day Feb 14: Valentine's Day Feb 20: Curling Day in Canada Feb 24: Pink Shirt Day
Mar 2027	Promote spring sports registration Mar 3: Spread the Word Day March 26 to 28: 2027 SOBC Winter Games ice and floor sports Richmond	National Nutrition Month (Canada-US) Mar 3: World Hearing Day Mar 8: International Women's Day Mar 20: International Day of Happiness Mar 21: World Down Syndrome Day
April 2027	Athlete and volunteer spring sports reminders and features Date TBD: Announcing nominees for 2027 SOBC Awards April 12 to 15: Auction for Athletes benefitting Special Olympics BC	April 2: World Autism Acceptance Day *(Note: "acceptance" increasingly preferred instead of "awareness")* April 6: International Day of Sport for Development and Peace April 7: World Health Day – SOBC promoting Inclusive Health programs April: National Volunteer Week – SOBC recognizing volunteers and sharing stories April 29: International Dance Day
May 2027	May 2: BMO Vancouver Marathon runners supporting SOBC May-June dates TBD: BC LETR Torch Run	May 1-7: National Youth Week – SOBC promoting Youth Programs and member stories Mental Health Awareness Month

	Spring (dates TBD): Competitions for Special Olympics BC Unified Sports in schools Date TBD: Announcing SO Team BC Training Squad for 2028 SOC Winter Games in Kelowna	May 4: World Laughter Day #WorldLaughterDay #SpreadJoy May 9: Mother's Day May 15: International Day of Families May 20: World Football/Soccer Day
June 2027	June-July: Announcing winners of 2027 SOBC Awards June 10: Special Olympics BC Classic presented by Canaccord Genuity June dates TBD: Empire (Safeway and Thrifty Foods) checkstand fundraising campaign June: Beneva Vancouver Half Marathon & 5K runners supporting Special Olympics BC	Pride Month – SOBC to feature provincial/national stories National Indigenous History Month (Canada) June 1: Global Day of Parents June 3: Global Running Day June 5: National Donut Day – Tim Hortons photos June 6: National Health & Fitness Day June 13: World Softball Day June 20: Father's Day June 21: National Indigenous Peoples Day (Canada) – SOBC stories
July 2027	Special Olympics Global Week of Inclusion	Canada Day
August 2027	Athlete and volunteer recruitment in advance of fall registration	BC Day Aug 12: UN International Youth Day
Sept 2027	Athlete and volunteer recruitment Sept 10: Brita Night Run benefitting Special Olympics BC Dates TBD: motionball Marathon of Sport Kelowna and motionball	BC Disability Employment Month (Canada/US celebrate in Oct) – we share Special Olympics Canada athlete employment stats and SOBC stories Sept: National Coaches Week

	Marathon of Sport Vancouver benefitting Special Olympics Canada Foundation Release of annual SOBC Impact Report	Sept 21: World Gratitude Day Sept-Oct: Concussion Awareness Week | SOBC concussion resources Sept 30: National Day for Truth and Reconciliation
Oct 2027	Oct 16 to 24: 2027 Special Olympics World Summer Games in Santiago, Chile Date TBD: Joy of Sport Gala presented by Wheaton Precious Metals Promoting SO Team BC 2028 Training Squad working toward the 2028 Special Olympics Canada Winter Games in Kelowna	Women's History Month (Canada) Down Syndrome Awareness Month (Canada & US) + awareness week National Bullying Prevention Month (US) Oct 4: World Smile Day Oct 5: World Teachers' Day Oct 9: World Vision Day Oct 10: World Mental Health Day Oct 12: Thanksgiving

SOBC Staff Digital Content Calendar

https://view.monday.com/18405250174-ddf2883415faa0e72ca89300ca181c45?r=use1&is_sharable_link=true

This Monday.com calendar is the marketing & communications staff planning tool for posts we will execute on Special Olympics BC's social media accounts. This is a living calendar that is very frequently updated as plans evolve to meet needs of stakeholders, events, and initiatives, so there are regular and ongoing changes.

Please feel free to check back on this for information on plans and upcoming posts, and please don't hesitate to reach out with any questions!

The Special Olympics BC marketing & communications team can be reached at marcomms@specialolympics.bc.ca

Find more resources and contact details