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MEDIA ADVISORY

**Special Olympics Montana President/CEO Bob Norbie
Changing Role to Advance Mission**



2017 SOMT Athlete of the Year, Nick Roberts,
CEO Bob Norbie, & 2016 Athlete of the Year
Jessica Hasler

[Great Falls, MT 02.09.18] After 25 years as President/CEO of Special Olympics Montana, Bob Norbie will be changing roles and will become Executive Director of the Special Olympics Montana (SOMT) \$10 Million *Reveal the Champion in All of Us* Endowment Campaign.

Norbie said, “This change has been a critical part of our strategic thinking the past several years. Given my tenure and intent to retire in the not-too-distant future, it is wise for the Board of Directors to support this change of responsibilities so I can focus on securing the future of our organization.”

In order for Norbie to give significantly more attention to building a robust endowment, Board Chairman, John Parkes said, “We need to wisely utilize Bob’s tenure with our organization. Over the years, he’s led the transformation of our mission and elevated it to significantly new heights. Given his credibility and the enduring relationships he’s established statewide, this is the investment we must make with Bob’s time and talent while we have the opportunity.”

With Norbie’s pending role change, the Board of Directors will begin the search for a new CEO. SOMT intends to have a new hire in place mid-year 2018.

The Special Olympics global movement, founded in 1968 by Eunice Kennedy Shriver, is celebrating its 50th anniversary this year. The mission of Special Olympics is to provide year-round sports training and 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 the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community. Special Olympics now serves more than 5.7 million athletes in 172 nations.

Special Olympics Montana (SOMT) will celebrate its 50th anniversary in 2020. Serving nearly 3,000 Montana athletes with intellectual disabilities and 120 teams annually through sports, health, education and community-building initiatives, SOMT seeks to serve thousands more Montanans with intellectual disabilities who are sitting on the sidelines just waiting for the chance to get in the Game of Life.

If you would like to compete, volunteer or donate, visit www.somt.org for more information.