

For Immediate Release

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SOMT is Brightening up State Summer Games with the NEON NORBIE Optimum/Chevy Raffle Challenge



[May4, 2011] Optimum/Chevy Raffle ticket sales are sure to skyrocket at the Special Olympics State Summer Games in Bozeman May 11- 13. While money raised by the raffle ticket sales will support Special Olympics Montana, ticket sellers will have an added incentive for reaching big numbers. Always game for a good challenge, SOMT President and CEO, Bob Norbie, has donated his body to the cause, offering athletes the opportunity to turn him into NEON NORBIE if raffle ticket sales hit \$380,000 or more.

Raffle tickets are on sale throughout the Games and the Bozeman community until the drawing at the Closing Ceremonies on Friday, May 13 in the Shroyer Gym on the MSU campus. Ceremonies begin at 8:00 am.

Grand Prize is a fully loaded 2011 Chevy Silverado Pickup Truck. Other prizes include a \$1,000 Town Pump gift card, a \$500 gift certificate to Bob Ward's, a \$250 gift certificate to Murdoch's Home and Ranch Supply, one year of free oil changes from Tire Rama, and pizza for one year from Pizza Hut.

The neon-ing of Norbie will take place on the stage during the raffle drawing at Closing Ceremonies. Special Olympics athletes will take to the stage to dye and paint Bob Norbie. The amount of money raised in the raffle will determine just how neon Norbie will be.

- \$380,000: Bob Norbie gets neon hair, beard and eyebrows.
- \$385,000: his arms are painted neon
- \$390,000: Norbie's legs get the neon treatment
- \$400,000: Bob's torso goes neon

In addition to the NEON NORBIE Raffle Challenge, Closing Ceremonies feature a special appearance by Frenchtown student Morissa Trunzo, talented vocalist, song writer and winner of the recent Special Olympics Montana Project UNIFY song contest. She performs her original composition, "Just Believe".

Recognized by the Chronicle of Philanthropy as the "most credible charity" in the United States, Special Olympics Montana invites you volunteer for the 2011 Special Olympics State Summer Games. Raffle ticket sellers welcome! If you can give an hour, two or more, you can effect positive change in someone's life! If you wish to volunteer, or help sponsor the games please visit the volunteer website at www.somt.org or call the volunteer hotline (406) 582-4500.

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