



## **Michigan Senior Olympics Ambassador Job Description**

### **Purpose:**

Encourage MSO membership by supporting the MSO mission of promoting a healthy lifestyle and the health benefits of regular exercise for the 50+ age group.

### **Promote Michigan Senior Olympics:**

Create relationships with the community; sports clubs, leagues, churches, civic groups, senior centers and city councils.

Distribute registration books, flyers, promotional material locally and when appropriate.

Conduct presentations or displays at Expos, fairs and local groups. Recruit volunteers to help you and if you need further assistance contact the MSO office.

Notify the MSO office or acquire information that may lead to advertisement or sponsorship from your local organizations for the promotion of MSO.

Contact the local media and develop a relationship, follow-up on MSO press releases once the office has notified you.

Contact the local media about local winners and future programs and forward a copy of MSO articles in your area to the office.

Submit articles to the MSO News and Views.

Maintain contact with your local athletes and encourage them to continue their MSO membership.

Keep in contact with the MSO office regarding local events, athlete concerns, or any information the office needs to be involved in your community.

The MSO office will relay your information and progress to the Michigan Senior Olympics Board at their monthly meetings.