

We're launching a new campaign for Canadian Down syndrome Week and we need you to be a part of it. Help us welcome all the new babies born with Down syndrome this year the right way!

Often when parents give birth to a child with Down syndrome their family and friends inadvertently say the wrong thing. But in reality, the only bad word they can say is "Sorry".

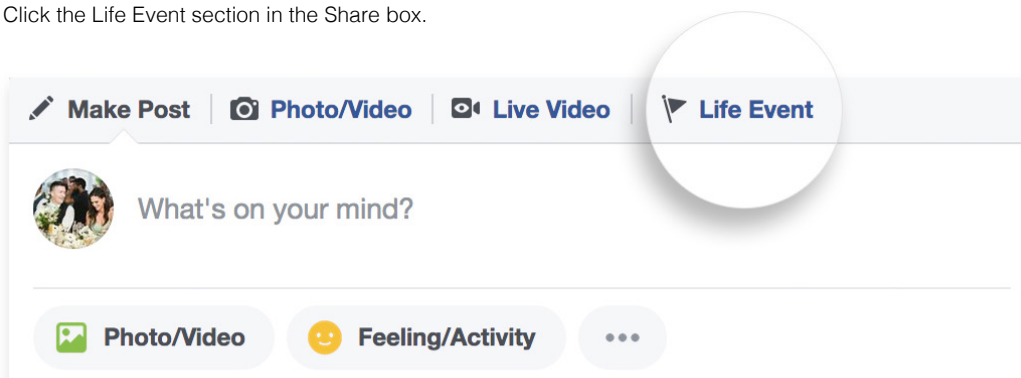
To make the point that "Sorry" is the only bad word they can say, we're filming people with Down syndrome saying more positive things – some fun and some a wee bit inappropriate.

How can you help? We want you to rewrite history by redoing your child's birth announcement giving your friends and family another chance to welcome them the right way. All you have to do is post a Facebook Life Event on your timeline on the day your child was born.

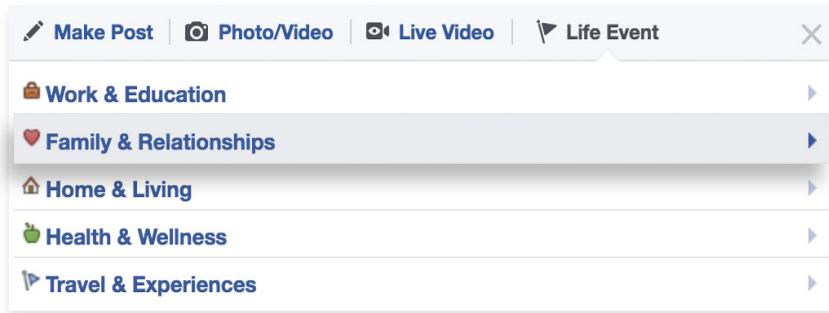
If you'd like to participate, we've included instructions on how to post a Life Event on your Facebook timeline below.

TO ADD A LIFE EVENT, FOLLOW THESE STEPS:

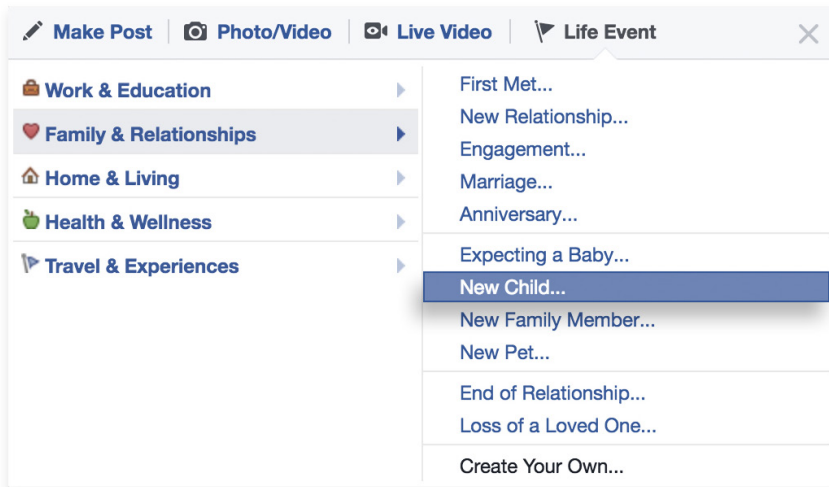
1. Click the Life Event section in the Share box.



2. A menu of various types of life events appears. Select Family and Relationships from the menu.

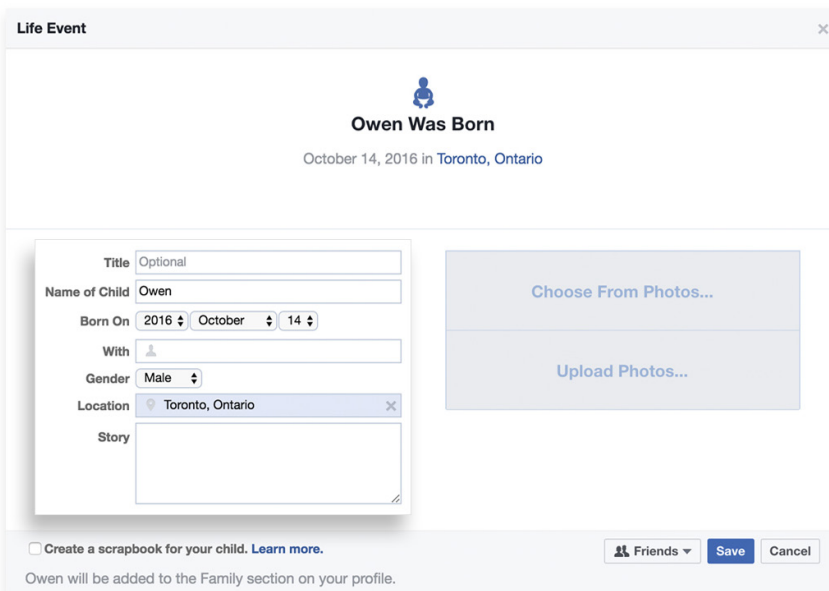


3. Select New Child... from the menu.



4. Fill out the details you want to share. You don't have to fill out all the fields, but be sure to fill in the date of the event (child's birth) so that it goes to the right place on your Timeline.

The story field allows you to tell your Facebook friends and family about this life event. We have written a few recommended stories for your timeline, but feel free to use your own! Just be sure to add the website and hashtags – encourage friends and families to share.



SUGGESTED LIFE EVENT STORY:

EXAMPLE 1

(XX) years ago, I wish I had welcomed my (Insert relation) the right way. I wish I said anything but sorry. Today I get it right. Today I welcome (Insert baby name) to the world. Congrats, (Parents and Child's name). Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

EXAMPLE 2

Last year, we mourned bringing (Insert baby name) into the world. We did and said everything wrong. Something we regret, we're doing it the right way today. Welcome to the world, my lovely little girl. Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

EXAMPLE 3

It's been (XX) years since the first word (Insert baby name) heard was "Sorry". Today we say anything but. Today's the day we celebrate properly. We love you, (Insert baby name)! We're so happy you chose us to be your parents. Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

EXAMPLE 4

(XX) years ago, we didn't see you for who you are. We didn't see (Insert ChildName)'s ability. We felt sorry for ourselves, and felt sorry for bringing you into this world. Today we take that back. Today we celebrate the birth of (Insert child's name) the right way. Welcome to the world, (Insert child's name)! Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

EXAMPLE 5

(Insert child's name) was born (XX) years ago. That was the day I made the horrible mistake of not knowing what to say, so I said "Sorry" instead. Today I get a chance to fix that. Today I get to welcome this bouncy little (boy or girl) into the world properly. Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

EXAMPLE 6

I wish we did this when (Insert name) was born. Instead we said the one thing we shouldn't have, we said "Sorry". Now we get a second chance to welcome you the right way. Now we get to pop champagne, throw confetti, and smoke cigars. Welcome to the world, (Insert Name)! Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

EXAMPLE 7

(XX) years ago, we made the mistake of saying "Sorry", and today we take it back. Today, we say anything but and welcome you with the biggest hugs and kisses. We love you, (Insert baby's name)! Help us welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

POSITIVE EXAMPLE 1

(XX) years ago, we were lucky enough to welcome (insert child's name) the right way - friends and family supported us and said the right things. But not all parents are as lucky as us, which is why we want to give all the new babies born with Down syndrome a warm welcome. Congrats to all the new parents! Help welcome all the babies born DS this year the right way at AnythingButSorry.com #AnythingButSorry

POSITIVE EXAMPLE 2

Our close friends and family welcomed (insert child's name) with open arms and big smiles (XX) years ago. But we know that not all new parents are as lucky as us. To those parents, Congratulations! Help welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

POSITIVE EXAMPLE 3

When (insert child's name) was born (XX) years ago, (insert partner's name) and I had a great support team around us. They helped get us through those first tough days. They welcomed (insert child's name) to the world the right way. Sadly, not all new parents are as lucky as we are. Which is why we want to welcome and congratulate all of them! Help welcome all the babies born with Down syndrome this year the right way at AnythingButSorry.com #AnythingButSorry

5. Add a photo of your baby to illustrate the event. Click Choose from Photos if there is already a photo on Facebook you want to use, or choose Upload Photos to add photos from your computer.

The screenshot shows the Facebook 'Life Event' creation interface. At the top, it says 'Owen Was Born' followed by 'October 14, 2016 in Toronto, Ontario'. Below this is a placeholder text for a story. The form fields include: Title (Optional), Name of Child (Owen), Born On (2016, October, 14), With (person icon), Gender (Male), Location (Toronto, Ontario), and Story (text area). To the right of the form are two buttons: 'Choose From Photos...' and 'Upload Photos...'. At the bottom, there is a checkbox for 'Create a scrapbook for your child. Learn more.', a privacy dropdown set to 'Friends', and 'Save' and 'Cancel' buttons. A note at the bottom states 'Owen will be added to the Family section on your profile.'

6. Use the Privacy menu to choose who can see this event in your Timeline. You have the same five options you have all over Facebook: Public, Friends, Friends Except Acquaintances, Only Me, or Custom. To help generate awareness of the campaign please leave the event Public.

This screenshot is similar to the previous one, but the privacy menu is open. The menu is titled 'Who should see this?' and lists five options: 'Public' (Anyone on or off Facebook), 'Friends' (Your friends on Facebook, which is selected with a checkmark), 'Friends except...' (Don't show to some friends), 'Only me' (Only me), and 'More...'. The 'Save' button is highlighted in blue.

FINAL STEP

7. Click Save. The event is then added to your Timeline, with any photos you've added featured prominently.