



February 14, 2018

FOR IMMEDIATE RELEASE:

NEWS RELEASE

Response to The Globe and Mail's article

"People with disabilities deserve more than just a cute Gerber baby"

Calgary, Alta. - The Canadian Down Syndrome Society was excited to read Andre Picard's [opinion piece](#) about the opportunities that are stemming from the 2018 Gerber Spokesbaby.

Gerber recently made great strides for inclusion in the disability community, more specifically the Down syndrome community. CDSS hopes that the Gerber Spokesbaby will spark great momentum for furthering the inclusion discussion worldwide.

"For the first time in 91 years, the corporate image of the perfect baby is that of a child with a visible developmental disability," says Andre Picard. "That is a big deal. It sends a message of acceptance. It raises awareness."

"In order to build on Gerber's inclusive mindset, businesses and people worldwide must come together to foster opportunities to live, work, and play in their own communities," Kirk Crowther, National Executive Director of CDSS. "CDSS prides itself on raising awareness for community inclusion for people with Down syndrome through all stages of their lives."

CDSS would like to challenge organizations and businesses to be more inclusive with advertising, education and employment opportunities. CDSS also welcomes other organizations and businesses to reach out to discuss partnerships.

About Canadian Down Syndrome Society:

The Canadian Down Syndrome Society (CDSS) is a vital resource linking individuals, parents and professionals through advocacy, education, and providing information. CDSS is proud to be the voice of Canadians with Down syndrome and their families. CDSS wants all Canadians to 'See the Ability'. Visit www.cdss.ca for more information.

- 30 -

Media Contacts:

Heather Turnbull: Communications Coordinator
Phone: (403) 270-8500 ext. 209
heathert@cdss.ca

Kirk Crowther: National Executive Director
Phone: (403) 270-8500 ext. 204
kirk@cdss.ca