



Canadian
Down Syndrome
Society

Société
canadienne de la
trisomie 21

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FOR IMMEDIATE RELEASE:

**Canadian Down Syndrome Society wins at the
2017 Cannes Lions International Festival of Creativity**

'Down Syndrome Answers' campaign wins an unprecedented 10 awards in France

CALGARY, Alta. - The Canadian Down Syndrome Society's 'Down Syndrome Answers' has won 10 Cannes Lions awards at this year's Cannes Lions International Festival of Creativity. Announced this past week (June 17-24, 2017) in Cannes, France, CDSS the awards were across a range of categories for excellence in Health, Direct, Cyber, Creative Data, PR and Media and saw CDSS become the most awarded Canadian organization at Cannes.

For the 2016 Canadian Down Syndrome Week, the Canadian Down Syndrome Society (CDSS) released 'Down Syndrome Answers', a series of short videos that feature people with Down syndrome answering parents' most-asked questions. These videos are available to view on the CDSS website (www.cdss.ca) and YouTube (www.youtube.com/cdndownsyndrome).

Created with the help of creative agency FCB Canada, the campaign aimed to give expectant parents both sides of the Down syndrome story, so they can make a fully informed decision about their pregnancy. The project aimed to educate the public, increase understanding, and present a fair and balanced story of the developmental disability as told by people living with Down syndrome.

"This is a tremendous honour, not only for CDSS, but also for Canada's Down syndrome community," said Kirk Crowther, National Executive Director, Canadian Down Syndrome Society. "FCB Canada captured our diverse, vibrant, and inspiring community, made up of people who are able to speak out for themselves. We're proud that the Cannes jurors recognized the importance of this campaign."

'Down Syndrome Answers' has received several other awards so far this year, including a People's Choice Winner of the Best Use of Data Driven Media from The Webby Awards, Graphite Pencil for Tactical Digital Marketing from D&AD, Silver Social Marketing award in Public Service from The ANDY Award, and a Silver Pencil at The One Show.

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.

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About FCB Canada:

FCB (Foote, Cone & Belding) Toronto is a part of a global, fully integrated marketing communications company with a heritage of creativity and success dating from 1873. Based on a deeply developed understanding of diversified local markets and global cultures, FCB focuses on significantly changing consumer behaviour to the benefit of its clients, its people and society. The company is part of the Interpublic Group of Companies (NYSE: IPG). Learn more at www.fcbtoronto.com or www.fcb.com, and follow us on Twitter and Instagram (@FCB_Toronto).

About Cannes Lions International Festival of Creativity:

The Cannes Lions International Festival of Creativity, also known as Cannes Lions, is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France. As the most prestigious international annual advertising and communications awards, over 40,000 entries from all over the world are showcased and judged at the Festival.

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