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FOR IMMEDIATE RELEASE:

Wayne Gretzky and Joey Moss want Canadians to #SeeTheAbility!

CALGARY, Alta. - With a friendship that has lasted over 30 years, Canadians have looked to hockey icons Wayne Gretzky and Joey Moss as inspirations of inclusion and respect. This year, the Canadian Down Syndrome Society (CDSS) is celebrating Joey and Wayne's great friendship in the 2016-2017 'See the Ability' campaign.

"Wayne is my friend on and off the ice," Joey says on this year's billboard. "He sees the ability."

Wayne's natural instinct for inclusion and Joey's upbeat nature has helped this decades-spanning friendship last. Wayne first recognized Joey's potential in 1985, when he got Joey his job as Dressing Room Attendant with the Edmonton Oilers. Today, Joey works for the Oilers and Edmonton Eskimos, is a recipient of a Queen Elizabeth II Diamond Jubilee Medal and an inductee of the Alberta Sports Hall of Fame.

CDSS wants to provide a platform for self-advocates like Joey to share their stories with Canadians. Visit the new CDSS website at CDSS.ca for profiles and blogs by people with Down syndrome, along with the debut of the short PSA series 'Second Opinion' to debut during Canadian Down Syndrome Week (November 1 to 7).

The Canadian Down Syndrome Society encourages Canadians to #SeeTheAbility, as Wayne did in Joey, and recognize and celebrate the great contributions that people like Joey Moss can make in their communities. Use the hashtag #WeSeeTheAbility to share your own stories of inclusion – we'll share them with our members during the week.

The "See The Ability" billboard will be across Canada starting October 11, 2016.

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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