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FOR IMMEDIATE RELEASE:

NEWS RELEASE

Response to the first Gerber baby with Down syndrome

Calgary, Alta. - The Canadian Down Syndrome Society (CDSS) is extremely excited to hear that Gerber, the infant brand, has chosen Lucas as the 2018 Gerber Spokesbaby.

"People with Down syndrome continue to make great strides in the area of marketing and media," says Kirk Crowther, National Executive Director of CDSS. "CDSS continues to work towards breaking down barriers for all people with Down syndrome through greater public awareness"

Courtney Warren, Lucas's mom, entered the contest on Instagram using the contest's hashtags. This year's contest received more than 140,000 entries. Out of all the entries Lucas was chosen to be the 2018 Gerber Spokesbaby!

"He may have Down syndrome, but he's always Lucas first. He's got an awesome personality and he goes through the milestones of every child, says Warren. "This is such a proud moment for us as parents knowing that Lucas has a platform to spread joy ... all over the country."

CDSS applauds Gerber for being inclusive and showcasing the ability of people with Down syndrome globally.

"Every year, we choose the baby who best exemplifies Gerber's longstanding heritage of recognizing that every baby is a Gerber baby," says Bill Partyka, CEO and president of Gerber. "This year, Lucas is the perfect fit."

CDSS would like to challenge all retailers to be more inclusive with product advertising by showcasing the ability of people with disabilities.

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 -

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