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FOR IMMEDIATE RELEASE:

N E W S R E L E A S E

The Canadian Down Syndrome Society invites you to participate in World Down Syndrome Day 2018

Calgary, Alta. - The Canadian Down Syndrome Society (CDSS) encourages all Canadians to celebrate people with Down syndrome around the world for World Down Syndrome Day (WDSO) on March 21st. WDSO gives people the opportunity to recognize and celebrate the contributions made by people with Down syndrome in their communities worldwide. This year CDSS will be participating in WDSO through several awareness building activities detailed below.

In partnership With FCB Toronto CDSS will be releasing the second installment of our successful campaign Anything But Sorry. This launch will not only include a social media campaign but will be featured through several donated media opportunities such as Spotify and common websites that use the word “sorry”.

“No baby should ever be welcomed with the word ‘sorry’”, says Kirk Crowther, National Executive Director of CDSS. “We want to continue to change the dialogue around what it means to have Down syndrome and encourage people to welcome a baby born with Down syndrome as they would any other baby.”

CDSS will also be hosting a Facebook and Instagram Live at 1 p.m. EST with Paul Sawka, CDSS’s Awareness Leader. This will focus on inclusion in schools and workplaces – and maybe a few stories about Paul’s experiences with inclusion. CDSS invites everyone to log into Facebook or Instagram and ask Paul questions to learn more about inclusion from a self-advocate.

“Sometimes employers do not give people with Down syndrome a chance. This makes me sad because we do a good job,” says Paul Sawka, Awareness Leader at CDSS. “For me, sometimes people think I can’t do things but with a little time I can do many things. Everyone who wants a job deserves to have a job. Even people with disabilities bring a lot to the table and do the job just as well as anyone else.”

Over the past month CDSS sent out 321 WDSO Packages to schools and organizations across Canada to help them celebrate by hosting a “Dance on 3/21” fundraiser. A downloadable version was also made available. We encourage schools and organizations to showcase their inclusion by throwing a dance party and tagging us on social media.

VATTA, the national steering committee of self-advocates will be participating in events in their communities across Canada and will be available for media requests on and after WDSO. If you are interested in speaking with a self-advocate please contact us and we will put you in contact with a self-advocate in your area.

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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.

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 VATTA (Voices At The Table for Advocacy)

VATTA (Voices At The Table for Advocacy) is a small group of self-advocates facilitated by CDSS to act as a reference and work in conjunction with the Board of Directors and the operations. VATTA has been part of CDSS since 2005. VATTA aims to give the Board of Directors guidance on key issues important to them and how to better communicate with self-advocates.

About World Down Syndrome Day

World Down Syndrome Day is celebrated annually on March 21st and is officially ratified by the United Nations. It allows communities around the world to recognize and celebrate contributions from people with Down syndrome.

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