



Down Syndrome Achievement Centers
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Contact: Marc Portugal
National Director of Marketing and Communications
312-371-2660
mportugal@gigisplayhouse.org

GIGI'S PLAYHOUSE APPROACHES DOWN SYNDROME ACCEPTANCE MONTH BY BREAKING NEW RECORDS: NATIONAL CAMPAIGN TO INTRODUCE INDIVIDUALS WITH DOWN SYNDROME FOR 321 DAYS

HOFFMAN ESTATES, IL: On October 6th 2017, during Down Syndrome ACCEPTANCE Month, international nonprofit organization [GiGi's Playhouse Down Syndrome Achievement Centers](#) will have introduced a unique individual with Down syndrome to the world for over 200 consecutive days; through the [Generation G 321 Days of Acceptance Project](#). Already surpassing 1.3 million fans reached on Facebook, these collective introductions of individuals with Down syndrome are viewable on GiGi's Playhouse [national web site photo gallery](#). By all indications, introducing a unique individual with Down syndrome to a mass audience for 200 consecutive days, AND reaching 1.3 million fans in the process, are record breaking achievements; let alone creating the largest known online image gallery containing only individuals with Down syndrome in the process. Each has their own story to tell and their own dreams to fulfill. GiGi's Playhouse has applied to Guinness World Records to commemorate the 321 Days of Acceptance Project.

As importantly, these introductions represent dedicated and intentional actions taken on behalf of the Generation G campaign; also developed by GiGi's Playhouse to expand greater acceptance, generosity and kindness for everyone; regardless of ability. Social media introductions to unique individuals with Down syndrome will continue beyond October; lasting 321 total days. 321 signifies the 3rd copy of the 21st chromosome that results in a diagnosis.

GiGi's Playhouse continues to experience unprecedented growth leading into 2017's Down Syndrome ACCEPTANCE Month, with 33 open locations and 200 new inquiries. However, GiGi's Playhouse commitment to growing both its network of Playhouses and Generation G's call for global acceptance extends far beyond a single month. This October, GiGi's Playhouse will continue working with mayors, state representatives and governors across the country to further proclaim October as Down Syndrome ACCEPTANCE Month in more communities. In parallel, GiGi's Playhouse's will continue serving 40,000+ families throughout the US and Mexico through free, purposeful programs.

From GiGi's Playhouse Founder and "Chief Belief Officer" Nancy Gianni: "All of us are one step away from being different or loving someone who is different. It could happen with a simple fall off of a bike, the birth of a new baby or grandbaby, or a debilitating accident. Differences do not discriminate. They don't care who you are. They don't care that you're "low risk," or "not those kind of people." Differences are the ultimate leveler and they're seconds away. When you experience that difference in yourself or someone you love, things change drastically and you'll find yourself yearning for a more accepting world. In this spirit, and for future generations, we created Generation G and the 321 Days of Acceptance Project. We are taking action to affect lasting change and hope you do too!"

Also in October, GiGi's Playhouse national network of Playhouses plans a series of meaningful "acts of kindness" to further educate, inspire and engage people about GiGi's Playhouse mission, programs, impacts and needs. Acts of kindness are specifically designed to inspire people to embrace and take action on the **Generation G** campaign,

by proactively spreading a global message of acceptance for all. Additional October activities include the annual [GiGiFest Family Celebration Event on Sunday October 15th in Hoffman Estates, IL](#), **which includes the debut of GiGi's Playhouse 2018 Awareness Calendar**. All calendar models have Down syndrome and will walk a red-carpet runway celebrating their beauty and courage. Authentic gelato and other snacks will be provided by Hugs & Mugs, a GiGi's Playhouse Studio Café run by adults with Down syndrome. Playhouses nationwide will host various events throughout October to expand awareness, acceptance and commitments to local families; including events at farms and orchards, a balloon release in honor of loved ones with Down syndrome, guest speakers, and more.

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About GiGi's Playhouse

GiGi's Playhouse is the ONLY network of Down Syndrome Achievement Centers; providing FREE, life-changing therapeutic, educational and career development programs for 40,000+ individuals of all ages. GiGi's Playhouse oversees 33 brick & mortar locations across the United States and in Mexico, as well as start-up teams in over 200 communities nationwide. By offering free purposeful programs and through our Generation G Campaign for global acceptance: families are EMPOWERED to maximize opportunities for daily achievement and lasting acceptance.

Each month approximately 250 new families join the national Playhouse network, representing a consistent monthly growth of 16%. In the last two years, 200 new communities inquired for a GiGi's Playhouse Down Syndrome Achievement Center to be established in their area. The significant growth and interest reflect a demand for programs that target the underserved population of more than 450,000 Americans living with Down syndrome.

To ensure lasting acceptance, GiGi's Playhouse shows the world what individuals with Down syndrome are truly capable of achieving as students, co-workers, volunteers, friends, and valued members of their communities. Down syndrome is not a disease and there is no cure. It is the largest chromosomal disability in the United States and yet, it is the least funded. At GiGi's Playhouse families are never alone. From a prenatal diagnosis to career skills, GiGi's Playhouse make a lifetime commitment to remain by their side. Families are empowered with all the tools their child needs to succeed! By breaking down barriers and changing the way the world accepts individuals with Down syndrome, GiGi's Playhouse foster a daily mindset of acceptance for everyone.

GiGi's Playhouse survives completely on donor funds and is a 501(c)(3) tax-exempt charitable organization. For more information about how you can help, visit www.GiGisplayhouse.org.