



Public Service Announcement

GiGi's Playhouse Celebrates Down Syndrome with "A Place to Belong" Public Service Announcement

HOFFMAN ESTATES, IL – August 29, 2014 – GiGi's Playhouse Down Syndrome Achievement Centers has launched a new national campaign "A Place to Belong" in advance of Down Syndrome Awareness Month. GiGi's mission is to increase positive awareness of Down syndrome through national campaigns, educational programs, and by empowering individuals with Down syndrome, their families and the community. During the month of October, we celebrate individuals with Down syndrome and make people aware of their abilities and accomplishments.

Amid recent news stories illustrating the misguided perceptions of individuals with Down syndrome, GiGi's new PSA celebrates our vision to see a world where individuals with Down syndrome are accepted and embraced in their families, schools, and communities.

The PSA asks the viewer to, "Imagine a world full of love, acceptance, and possibility. A world full of inspiration. Where dreams come true. Where families grow close. Where everyone is allowed to be themselves, to learn and experience fun and joy."

The 30-second video – posted to YouTube, and running on TV stations throughout the country – was produced by Comcast Spotlight, is available online at <http://youtu.be/dO2cPzC1uuw>.

About GiGi's Playhouse: *GiGi's Playhouse is a 501(c)(3) tax-exempt charitable organization founded in 2003. GiGi's Playhouse is a series of unique Achievement Centers serving children and adults with Down syndrome. Each Playhouse makes a lifetime commitment to participants and their families, and each location provides unique educational and therapeutic programs in a format that individuals with Down syndrome learn best. All programs aim to maximize acceptance and self-confidence, and intend to empower children and adults to achieve their greatest potential. All educational, therapeutic and career training programs are offered to families at no charge. GiGi's Playhouse currently has 16 Playhouses in the US and Mexico. Plans are in place to bring the total number of Playhouses to 30 by the end of 2015. Last year, over 16,000 participants benefited from Playhouse programs. GiGi's Playhouse has been featured on **NBC Nightly News** with Kate Snow and Tom Brokaw's "An American Story" Radio Show. Currently there are more than 100 inquiries for new Playhouses worldwide.*

For further information please contact:

Jayne Drew, Development Director for GiGi's Playhouse Inc.

267-261-4918

jdrew@gigisplayhouse.org

Use: Open

Length: 30 Seconds

2350 West Higgins Road • Hoffman Estates, Illinois 60169 • gigisplayhouse.org

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