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Changing Down Syndrome One Mile At A Time: Local Business Donates Tractor Trailer To Support GiGi's Playhouse

Hoffman Estates, IL, October 19, 2015 –GiGi's Playhouse Down Syndrome Achievement Centers is very excited to announce the donation of a branded 53-foot trailer from Nationwide Rail Services (NRS) in support of Playhouse events and social change campaigns. The printing cost of the branded trailer wrap is also being donated by Navistar and Rush Truck Centers.

Debuting this Sunday October 18th at the annual "GiGiFest" Family Fest in Hoffman Estates, the branded trailer will be hauled by a one-of-a-kind tractor truck, also owned by NRS, which was specifically designed to raise awareness for individuals with Down syndrome. The debut also coincides with Down Syndrome Awareness Month which GiGi's Playhouse and its families & supporters refer to as Down Syndrome ACCEPTANCE MONTH. NRS anticipates that the trailer could be driven as much as 500-1,000 miles per week for GiGi's events, campaigns and other company projects. GiGiFest hosts 1,000 guests including families, volunteers, donors, and more.

"For years I dreamed of this opportunity," says GiGi's Playhouse founder and "Chief Belief Officer" Nancy Gianni. "A rolling billboard with our children's faces is yet another achievement in the journey toward global acceptance. GiGi's Playhouse primarily helps people with Down syndrome through free programs, but we stand for people of all differences. Being different is one moment away, and everyone deserves acceptance, dignity and opportunity. Joe Barton and NRS, along with Navistar and Rusk Truck Centers, recognize the importance of helping others who need a little more help and they really stepped up. The belief, hope and confidence that will be created from this awesome trailer will be



Trailer Door Design



Down Syndrome Achievement Centers
educate. inspire. believe.

immeasurable. We hope it helps us meet new families, and change more perceptions along the way.”



NRS owner Joe Barton and his wife Deanna envisioned “cause trucks” some time ago and chose Down syndrome and Breast Cancer as their first two projects. Each truck was carefully designed and painted in cause colors. “We wanted to give back, and when we read about how GiGi’s Playhouse helps families through its many locations, free programs, and unconditional acceptance for everyone, it was a no-brainer. We can’t wait to bring the truck to all of GiGi’s events, conferences and locations. We love seeing the kid’s faces light up when they see the trailer and all of our employees are pleased to partner with an organization that is driving real change like GiGi’s.

GiGiFest takes place at GiGi’s Playhouse National Achievement Center, located at 2350 West Higgins Road in Hoffman Estates, from 12PM-3PM on Sunday October 18th. In addition to revealing the truck design, event activities will include pumpkin painting, Chicago Fire soccer clinics, bounce houses, a petting zoo, DJ, gelato samples, Playhouse tours, and the annual debut of GiGi’s

awareness calendar featuring Playhouse participants – who will strut their stuff on the red carpet on Sunday.

There is no charge to attending GiGiFest, and the event is open to people of all abilities.

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About GiGi’s Playhouse:

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, therapeutic and career training programs in a format that individuals with Down syndrome learn best. Based in core values including “enthusiasm” and “best of all” all Playhouse programs aim to maximize self-confidence and consistent progress, and intend to empower children and adults to achieve their own greatest potential.

All educational, therapeutic and career training programs are offered to families for free.



GiGi's Playhouse currently has 26 Playhouses in the US and Mexico. Last year, over 25,000 participants benefited from Playhouse programs. Currently there are more than 140 inquiries for new Playhouses worldwide. For more information about free Playhouse programs, volunteerism, special events, family resources, and how you can support children and adults with Down syndrome, please visit www.gigisplayhouse.org.

GiGi's Playhouse is a 501(c)3 nonprofit organization funded by the generosity of donations from generous individuals, family foundations, and businesses like NRS, Navistar and Rush Truck Centers.