

For immediate release:

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GiGi's Playhouse and Lock Laces® Partner for Acceptance

GiGi's Playhouse Down Syndrome Achievement Centers and Lock Laces® have partnered to showcase the many different kinds of warriors there are in this world. The two companies joined forces with a common goal of bringing acceptance and kindness to those not fairly seen as warriors, but earn that title everyday through hard work and determination.

CHICAGO, IL, April 30, 2020 — GiGi's Playhouse and Lock Laces® have partnered to show the world the many different types of warriors there are. Lock Laces®, the original no-tie elastic shoelaces, are used by world class runners, tri-athletes, Spartan racers, senior citizens, kids, and people from all walks of life to add comfort, security, and ease of use. GiGi's Playhouse enhances the lives of individuals with Down syndrome, their families and the community by offering free programming and spreading a global message of acceptance for ALL. Lock Laces® is offering GiGi's Playhouse supporters a unique **10%** discount code (GiGi10) on all of its products at www.locklaces.com, and will donate **25%** of that revenue back to support GiGi's programming and mission.

Through their partnership, Lock Laces® will support and promote GiGi's as they make history when 60 GiGi's Playhouse locations and startups unite virtually on June 6th to take 7 million **Steps to Accept** across America! With Lock Laces® support, we hope to get to 50 million steps and **Step to Accept** across the world! Each step will say I CAN and WILL accept you as you are; the mantra of both organizations. Register for GiGi's Step to Accept Virtual Run, Walk or Ride at www.StepToAccept.org.

According to Frank Sutton, CEO of Lock Laces®, "GiGi's Playhouse's mission is to create a world where individuals with Down syndrome are accepted and embraced by their families, schools and communities. My mom was paralyzed from the waist down due to polio at age 13, and went on to be a productive and energetic citizen who supported accessibility for people with disabilities in North Carolina. For these reasons, I'm excited to work with Nancy and her team to build additional awareness and momentum for their mission."

Nancy Gianni, Founder and Chief Belief Officer of GiGi's Playhouse, said, "We are so excited that Lock Laces® is stepping up and seeing our children, and their families, as the true warriors they are!"

About Lock Laces®

Lock Laces® are the original no-tie shoelaces, sold in more than 50 countries worldwide and worn by active lifestyle users everywhere. Perfect for all, Lock Laces® are a one size fits all for athletes, children, those with disabilities, casual users or anyone looking to make untied shoelaces a thing of the past. Lock Laces® are owned and operated by Positive Distribution LLC in Chapel Hill, NC. Learn more at www.locklaces.com.

About GiGi's Playhouse®

GiGi's Playhouse is the only international network of Down Syndrome Achievement Centers created to provide free life-changing therapeutic and educational programs for all ages. With over 48 locations across the U.S. and Mexico, and a demand to open 200 more, GiGi's Playhouse is on a mission to change the way the world views Down syndrome and to send a global message of acceptance for all. Learn more at www.GiGisPlayhouse.org.