



Down Syndrome Achievement Centers
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U.S. Olympic Bobsledder Representing GiGi's Playhouse

HOFFMAN ESTATES, Illinois (February 25, 2021) - U.S. Olympian Elana Meyers Taylor is committed to using her platform to spread a positive message. In February 2020, life changed for the better for the bobsledder when she gave birth to her son, Nico. Nico has Down syndrome. And, as the gift of any child has, Nico's arrival had a profound positive impact on his parents.

With that diagnosis, Meyers Taylor and her husband, Nic, looked for therapies to aid in Nico's growth and development. That's when they found GiGi's Playhouse, whose free therapeutic and educational programming has already helped make a quick impact in the year since Nico's birth. His parents are dedicated to helping spread the word of GiGi's mission to gain acceptance for all. Meyers Taylor will don the organization's logo on her helmet in competitions moving forward.

"It was an instant, easy decision, especially because of how much we have seen Nico grow through working with GiGi's Playhouse," the three-time Olympic medalist Meyers Taylor said. "If we can help bring awareness, we will. Hopefully, by donating the space on my helmet, our family can make a difference like GiGi's has for us."

"We are honored by Elana's incredible gift to promote acceptance for all through wearing the GiGi's Playhouse logo on her helmet," GiGi's Playhouse founder and Chief Belief Officer Nancy Gianni said. "Thanks to her international platform, even more families will be able to learn about the life-changing work we do on a daily basis."

Meyers Taylor and her husband, Nic, have already seen the impact that GiGi's Playhouse has made in their young son's life. The Taylors brought Nico home just as the COVID-19 pandemic was beginning in early 2020. While GiGi's was once solely focused on brick-and-mortar locations, the organization knew more than 25,000 families with their network depended on the resource and quickly rolled out GiGi's At Home – where classes are now offered on-demand or live to continue supporting families.

"GiGi's Playhouse gave us an incredible resource," Meyers Taylor added. "Coupling that with their welcoming, family-friendly model, we hope we can give back even a little of what they have already provided for us."

As a three-time Olympic medalist and two-time women's bobsled world champion, Meyers Taylor hopes to take the world stage again at the scheduled 2022 Beijing Winter Olympics that February and aims to share the message of GiGi's Playhouse with fans worldwide in honor of her son's second birthday that same month.

About GiGi's Playhouse®: GiGi's Playhouse is the only international network of Down Syndrome Achievement Centers providing free life-changing therapeutic and educational programs for all ages. GiGi's Playhouse started in 2003 when GiGi was only 1 year old. Today, there are 50+ locations across the U.S. and Mexico and serve families in more than 45 different countries! With worldwide demand to open over 200 locations, 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. During the COVID-19 pandemic our virtual education platform, GiGi's At Home, allowed us to continue our commitment to offer free programming to our families both LIVE and On Demand. Learn more at www.GiGisPlayhouse.org.

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