



Waterloo Wellington Down Syndrome Society

March 12, 2025

FOR IMMEDIATE RELEASE

Celebrating World Down Syndrome Day 2025: Embracing Inclusion, Empowering Voices

The Waterloo Wellington Down Syndrome Society (WWDSS) is excited to celebrate **World Down Syndrome Day (WDSD) 2025** with a series of events promoting inclusion, awareness, and community engagement. This year's theme, **"I Can"**, highlights the talents, achievements, and contributions of individuals with Down syndrome.

"The 'I Can' series demonstrates that people with Down syndrome are capable of achieving their goals with the support of their family and community. They often require extra practice as well as speech, physio and occupational therapies to overcome the challenges that are common with the diagnosis. We are so proud of their accomplishments!" Lisa Buurma, WWDSS Chair

Community Events & Celebrations

KW Titans Game – Sunday, March 16 (2-4 PM) – Kitchener Memorial Auditorium

Join us as we take over the KW Titans basketball game with a powerful celebration of inclusion! The "I Can" video will be showcased, and players and fans are encouraged to wear colourful, mismatched socks, a global symbol of WDSD. A person with Down syndrome will also be honored with a **ceremonial ball toss at tip-off**.

Cambridge Public Library - "A Decade of Inclusion" Viewing Event – Saturday, March 22 (2-4 PM)

This special event will feature a screening of the [Decade Documentary](#), highlighting the progress and advocacy for authentic representation of individuals with Down syndrome in the media over the past ten years. A panel of WWDSS families along with photographer, Hilary Gauld, and the filmmakers, Digital Sabbath will share their insights, and keynote speaker [Adelle Purdham](#) will inspire attendees.

Guelph Public Library – Storytime & Community Connections – Friday, March 21 (10 AM - 12 PM)

The Main Library will host a WDSD Community Connections event, including a special storytime surprise in the children's area.

WDSD Celebration Party – Friday, March 21 – Alpine Club, Kitchener (5:30 - 8:30 PM)

The ultimate WDSD celebration is a family-friendly event including face painting, a photobooth, food and a dance party to celebrate the upside of Down syndrome. Everyone is welcome with [registration required](#) by Friday, March 14.

School & Community Engagement

We encourage local schools, businesses, and organizations to participate in WDSD by:

- ✓ **Wearing colourful, mismatched socks** on March 21 to raise awareness
- ✓ **Hosting WDSD activities** in schools with our educational resource packages
- ✓ **Supporting our community fundraiser** at [TWB Brewing](#)

Public Awareness Initiatives

The cities of **Kitchener, Guelph, and Cambridge** will light up in **blue and yellow** to mark World Down Syndrome Day!

Join us in celebrating the abilities, dreams, and voices of individuals with Down syndrome! For event details, registration, or to get involved, visit: www.wwdss.ca or follow us on social media. Whether you join us or not, we welcome you to post about World Down Syndrome Day on March 21st and tag us! You can wear your colourful socks too.

- Facebook: @WaterlooWellingtonDSS
- Instagram: @wwdss_wwdss

About the Waterloo Wellington Down Syndrome Society

The Waterloo Wellington Down Syndrome Society (formerly the Waterloo Regional Down Syndrome Society) is a charitable, non-profit organization created in 1988 by parents of children with Down syndrome. Entirely run by volunteers, every dollar raised goes towards helping fund the various programs and services provided to our members. The Waterloo Wellington Down Syndrome Society supports and informs individuals, families, and the community on issues related to Down syndrome. We advocate for persons with Down syndrome to lead healthy and active lives, enabling them to contribute their unique gifts to our community. To learn more visit www.wwdss.ca.

Media Inquiries:

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