



**Waterloo Wellington
Down Syndrome Society**

March 1, 2021

FOR IMMEDIATE RELEASE

Waterloo Wellington Down Syndrome Society (WWDSS) is celebrating World Down Syndrome Day this year with a 3 2 1 Dance! (Rock Your Socks) campaign.

Waterloo, ON – Media Release

World Down Syndrome Day (WDS) is an annual celebration on March 21 (3/21). It was selected to signify the uniqueness of the triplication (trisomy) of the 21st chromosome which causes Down syndrome, 3rd month, twenty first day.

The idea of Rock Your Socks was born from the chromosomes themselves, which are shaped a bit like socks. To celebrate and raise awareness, people are wearing their brightest socks and sharing the pictures on social media across the globe.

It is without question that the pandemic has affected all of our lives. Individuals with Down syndrome can be affected more than others during this time in a number of ways. They can be [more vulnerable to the effects of Covid19](#). Their opportunities for employment, volunteer placements and programming may be cancelled or limited. School is functioning differently which can cause additional challenges for students with Down syndrome. These limitations can impact their daily lives and decrease their ability to fully contribute their talents and gifts to our community. This year we have created a virtual campaign that would reach out to our community, support the businesses and individuals who support our organization, and celebrate people with Down syndrome - and above all - bridging the social isolation with some fun!

Our campaign, running March 1-21st, is called **3 2 1 Dance!** and here's what it features:

We are inviting you - everyone in our community - to have fun by **putting on a pair of our limited edition "3 2 1 Dance!" socks or your own colourful socks and showing off your legendary dance moves through our social media campaign**. Note that our limited-edition socks were so popular that they are sold out! If you couldn't get them before they sold out, you can still wear your own colourful socks for the campaign. You can also pre-order our custom socks through www.wwdss.ca. Everyone can dance in their own way - it is not limited by ability, so join us!

Led by 3x Juno Award nominated songwriter & music producer Alysha Brilla, our members with Down syndrome participated in a workshop to collaborate on **a song called 3 2 1 Dance! (Rock Your Socks)** that will inspire you to dance! Our members are working on some special dance moves to go along with this song to help share the song through sign language and movement. We will share the dance moves throughout the month so you will be ready to dance along with us on World Down Syndrome Day! The debut of the song will kick-off WWDSS's sponsored hour during the World Down Syndrome Day Virtual Dance Party hosted by the Down Syndrome Association of Ontario (event details will be added to our website).

For all of March, we are partnering with Waterloo-based restaurant, **Chef on Call**, in a Donator Burger campaign to raise awareness and funds for WWDSS. For every Donator Burger purchased in the month



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of March, \$2 will be donated to WWDSS. Chef on Call's Donator Burger is a crispy hand breaded chicken patty, topped with a homemade tabouli sauce, hummus, and a garlic mayo spread. As always, it comes with a side of curly fries and choice of dipping sauce. Order yours through www.chefoncalldelivery.com Chef on Call will also be hosting a virtual cooking session on March 14th with some of our members to share their cooking skills!

The goal of our campaign is to raise awareness for WWDSS and the great work we are doing to support families and people with Down syndrome while having fun and connecting with our community through dance! In the fall of 2020, we changed our name from Waterloo Regional Down Syndrome Society to Waterloo Wellington Down Syndrome Society to recognize the geographic area of the members we serve - including Guelph. We want everyone to know that we are here to support families and individuals with Down Syndrome to reach their full potential!

We hope you will drop your inhibitions, put on your colourful socks and show us your legendary dance moves - #WWDSS321Dance!

Social media:

Twitter: @WWDSS_WWDSS

Facebook: @WaterlooWellingtonDSS

Instagram: @WWDSS_WWDSS

YouTube: <https://www.youtube.com/user/WRDSS2009>

Hashtags: #WWDSS321Dance #WDS2021 #RockYourSocks

If you would like to hear more about our campaign, please contact:

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Waterloo Wellington Down Syndrome Society

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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.

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