



Waterloo Wellington Down Syndrome Society



March 18, 2022

FOR IMMEDIATE RELEASE

Waterloo Wellington Down Syndrome Society (WWDSS) is celebrating World Down Syndrome Day this year with TWB Brewing and encouraging all of us to “See the Person. See the Ability.”

World Down Syndrome Day is celebrated globally on March 21st. The date, 3/21, was chosen to correspond with the genetic triplication of the 21st chromosome resulting in Down syndrome. World Down Syndrome Day was started in 2006 to increase awareness and to help improve the lives of those with Down Syndrome.

COVID-19 has brought a lot of uncertainty for everyone. Employment and volunteer opportunities for those with Down syndrome have become particularly challenging. This year we are encouraging everyone to “See the Person. See the Ability”. When given the opportunity and adequate support, individuals with Down syndrome can be contributing members of their schools, communities, and places of employment.

Anthony Tamming is one such individual. Anthony has been working at TWB Brewing in Kitchener since 2019. “He started out, like all new staff, helping with tasks at the bar - labeling beers, pouring pints, and greeting customers! He has always had an interest in the brewing process itself, and this is the first beer he had a hand in brewing,” explains Dan Murray, TWB Brewing.



Brewing

“The beer was crafted with Anthony’s involvement at every step. He started by having a sampling session with a few friends, family members, and colleagues, where he identified flavours and styles he liked - the lemongrass element was something he narrowed in on quickly!”

After choosing the flavours, Anthony worked with the TWB brewer, Peter Collins, and his colleague, Dan Murray, to brew the beer itself. The beer name was also chosen by Anthony, to honour his

friendship with his dog, Zeus. For the label, Anthony chose a photo of himself with Zeus to use as the main image.

Murray explains that “the beer is a light pale ale, with a hazy body and delicious lemon notes. It’s the perfect beer with which to welcome spring!”

This partnership is captured in our top five things to do to celebrate World Down Syndrome Day, which will be shared through social media:

1. Get a lawn sign or a bracelet to show your support at wwdss.ca.

As you drive around Waterloo Region, Guelph, and Wellington County, lawn signs with our campaign slogan to “See the Person. See the Ability.” are on display. Families have shared packages with their local daycare centres and schools. Lawn signs, bracelets, posters, ideas for celebration, and a new library book to learn more about Down syndrome will help students proudly celebrate with their class.

2. Check out a book on Down syndrome from the library.

Several library branches will have displays with posters, pamphlets, and books to learn more about Down syndrome. Special lighting will be on display at Waterloo and Guelph City Halls to celebrate outside.

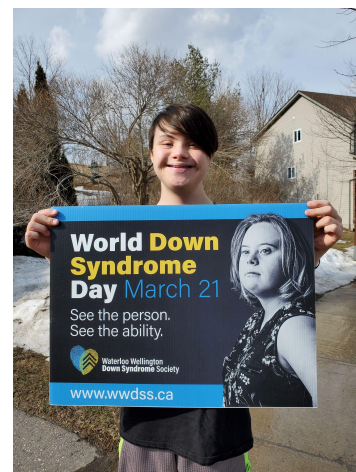
3. Wear a pair of colourful or mismatched socks.

Wearing colourful or mismatched socks, which are thought to resemble chromosomes, is a common way to celebrate the date and spark conversation around the globe.

4. Dance to our very own 3 2 1 Dance (Rock Your Socks) song.
3 2 1 Dance (Rock Your Socks) was written last year in conjunction with 3x Juno Award-nominated songwriter and music producer Alysha Brilla. Check wwdss.ca to find it on streaming platforms and YouTube.

5. Grab a custom beer from TWB Brewing and toast us!

For more details visit TWBbrewing.com



Our goal through this campaign and the partnership with TWB Brewing is to increase awareness that people with Down syndrome are a valued part of our community - as family members, friends, volunteers, and employees. They enrich the lives of those around them when given the opportunity to be involved in their schools, communities, and workplaces.

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.

WWDSS Social Media:

Twitter: @WWDSS_WWDSS

Facebook: @WaterlooWellingtonDSS

Instagram: @WWDSS_WWDSS

YouTube: <https://www.youtube.com/c/WaterlooWellingtonDownSyndromeSociety>

About Together We're Bitter (TWB) Co-operative Brewing

TWB Brewery opened in 2016 with the vision to create a business rooted firmly in our local community. TWB envisioned making the craft beer scene more approachable and accessible for everyone to enjoy. As such, we are a worker-owned co-operative business that focuses on maintaining a well-rounded lineup of high-quality, approachable beers and on building strong relationships with community partners. TWB uses our resources and platforms to make our community a better place. We are proud to be a Certified Living Wage Employer. TWB Brewing is located at 300 Mill Street, Unit 1 in Kitchener. To learn more, visit www.twbbrewing.com.

Together We're Bitter (TWB) Co-operative Brewing Social Media:

Twitter: @twbcoop

Facebook: @twbcoop

Instagram: @twbcoop

Media Inquiries:

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