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Sample announcement for before March 21st:

March 21st is World Down syndrome day. This is a day to raise awareness of Down syndrome and celebrate that every person is unique and different. We mark this day by wearing silly socks, colourful socks, and mismatched socks. Help us celebrate World Down syndrome day by wearing your silly socks on March 21st.

Sample newsletter explaining March 21st:

On March 21st, we celebrate World Down syndrome day which was officially adopted by the United Nations in 2012. Ontario also formally proclaimed this day as Ontario Down syndrome day in 2016. This specific day was chosen because 03/ 21 represents the presence of three chromosomes in the 21st chromosomal pair. Down syndrome is also known as Trisomy 21. To celebrate Down syndrome day, people around the world will be wearing silly and mismatched socks which reminds us that every person is unique. Join in the celebration and wear your silly socks. For more information visit the websites for the Down Syndrome Association of Ontario (www.DSAO.ca) or the Down Syndrome Association of Simcoe County (www.DSASC.ca).

Road Sign sample:

Celebrate World Down Syndrome day March 21 wear your silly socks