



CELEBRATE 3.21 • CITY & GOVERNMENT

City & Government Kit

Official • community-wide



Ways for the City, the Mayor, council, city staff, and parks and recreation to show up for 3.21. It includes an invitation letter, a sample proclamation ready to sign, a council resolution template, lighting and parks ideas, community calendar copy, and a proclamation-reading run of show.

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START HERE

How the City can show up

A city's participation says something powerful: people with Down syndrome are valued members of this whole community. Pick one or do them all.



Proclaim it

The Mayor proclaims March 21, 2027 as World Down Syndrome Day in the City.



Light it up

Light City Hall, a bridge, or a fountain in blue and yellow during 3.21 Week.



Rock it

City staff and council rock their socks on Friday, March 19.



Share it

Post on City channels and in the city newsletter.



Host it

Parks and rec hosts a sock walk, story time, or celebration.



Spread it

Invite businesses through economic development and the Chamber.

WHY IT MATTERS

When a city officially celebrates, businesses, schools, and families follow. A proclamation also gives local media a reason to cover the story.

WHO TO ASK

- Mayor's office
- Council clerk
- Community affairs / communications
- Parks & recreation
- Economic development

TIMELINE

- **December:** send the invitation
- **January:** proclamation request
- **March council meeting:** read it
- **March 15–21:** lights, socks, events

LETTER · PERSONALIZE AND SIGN

Invitation to the Mayor & Council

Send on letterhead, or by email with the proclamation attached. Ask for a short meeting.

Dear Mayor **[Name]** and Members of Council,

On **Sunday, March 21, 2027**, communities around the world will celebrate World Down Syndrome Day. The date was chosen because people with Down syndrome have three copies of chromosome 21. This year, Celebrate 3.21, a program of the nonprofit Continue the Story, is inviting all of Canal Winchester to show up for people with Down syndrome.

We're asking every business, school, church, and organization to take part in simple, joyful ways: wearing bright mismatched socks, sharing messages of belonging, and displaying window signs.

[##] businesses have already signed on.

We would be honored if the City would join us. A few ways the City could take part:

- Proclaim March 21, 2027 as **World Down Syndrome Day** in Canal Winchester (a sample proclamation is attached)
- Light City Hall or another landmark in blue and yellow during 3.21 Week, March 15-21
- Invite City staff and Council to rock their socks on Friday, March 19
- Share the celebration on City channels and in the city newsletter
- Help us invite local businesses through economic development

I would welcome the chance to meet for 15 minutes to share more. I can be reached at **[phone]** or **[email]**. Thank you for your leadership and for all you do to make our city a place where everyone belongs.

With gratitude,

[Your name]

Celebrate 3.21 · A Continue the Story Initiative

OFFICE OF THE MAYOR · CITY OF [CANAL WINCHESTER]

Proclamation

World Down Syndrome Day · March 21, 2027

WHEREAS, World Down Syndrome Day is observed around the world each year on March 21, a date chosen because people with Down syndrome have three copies of the 21st chromosome; and

WHEREAS, the United Nations General Assembly recognized March 21 as World Down Syndrome Day in 2011, and it has been observed each year since 2012; and

WHEREAS, Down syndrome is a naturally occurring genetic condition, and approximately 5,700 babies with Down syndrome are born in the United States each year; and

WHEREAS, people with Down syndrome are valued members of our community who learn, work, worship, volunteer, lead, and enrich the lives of those around them; and

WHEREAS, the life expectancy of people with Down syndrome has increased dramatically, from about 25 in 1983 to about 60 today, and people with Down syndrome deserve full inclusion and opportunity at every stage of life; and

WHEREAS, Celebrate 3.21, a program of Continue the Story, invites every business, school, church, family, and organization in Canal Winchester to celebrate people with Down syndrome during 3.21 Week, March 15–21, 2027; and

WHEREAS, the City of Canal Winchester is committed to being a community where every person is valued and every person belongs;

NOW, THEREFORE, I, [Name], Mayor of the City of **[Canal Winchester]**, do hereby proclaim **March 21, 2027** as

WORLD DOWN SYNDROME DAY

in the City of **[Canal Winchester]**, and I encourage all residents, businesses, schools, and organizations to join in celebrating people with Down syndrome by wearing bright, mismatched socks, learning more, and working together to build a community where everyone belongs.

Mayor_____
Date

TEMPLATE

City council resolution

Some councils prefer a resolution to a mayoral proclamation. The clerk can format this to match local style.

RESOLUTION NO. [__-2027]**A RESOLUTION RECOGNIZING MARCH 21, 2027 AS WORLD DOWN SYNDROME DAY IN THE CITY OF [CANAL WINCHESTER] AND SUPPORTING CELEBRATE 3.21**

WHEREAS, World Down Syndrome Day is observed around the world each year on March 21, a date chosen because people with Down syndrome have three copies of the 21st chromosome; and

WHEREAS, the United Nations General Assembly recognized March 21 as World Down Syndrome Day in 2011, and it has been observed each year since 2012; and

WHEREAS, Down syndrome is a naturally occurring genetic condition, and approximately 5,700 babies with Down syndrome are born in the United States each year; and

WHEREAS, people with Down syndrome are valued members of our community who learn, work, worship, volunteer, lead, and enrich the lives of those around them; and

WHEREAS, Celebrate 3.21, a program of Continue the Story, invites every business, school, church, family, and organization in Canal Winchester to celebrate people with Down syndrome during 3.21 Week, March 15–21, 2027; and

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of [Canal Winchester], State of Ohio:

Section 1. That Council recognizes March 21, 2027 as World Down Syndrome Day and March 15–21, 2027 as 3.21 Week in the City.

Section 2. That Council encourages residents, businesses, schools, and organizations to take part in Celebrate 3.21 and to promote the inclusion of people with Down syndrome in every part of community life.

Section 3. That this resolution shall take effect [upon passage / as provided by law].

President of Council

Date passed

Clerk of Council

Approved as to form

IDEAS

City staff, lighting & parks and rec

Small, visible actions from the City make the whole community feel part of it.

CITY STAFF ROCK YOUR SOCKS

- Friday, March 19, every department
- A staff feet photo at City Hall
- Council wears socks at the March meeting
- Share the Down syndrome 101 page (Business Team Kit)

BLUE & YELLOW LIGHTING

- City Hall, a bridge, a fountain, or the water tower
- Nights of March 15–21
- Post a photo each night: “Lit for 3.21”
- Check with facilities about colored bulbs or gels

PARKS & RECREATION

- A 3.21 Sock Walk (3.21 km or a mile loop)
- Adaptive or unified play day at a park
- Sock-decorating station at the rec center
- Special Olympics or unified sports demonstration
- Rec center window signs & displays

LIBRARY & COMMUNITY SPACES

- Inclusive story time (see Library Kit)
- Book display on disability and belonging
- Community art wall of sock drawings
- Host a family meet-up for local Down syndrome families (with DSACO)

POLICE & FIRE

See the First Responder Kit: a Rock Your Socks shift challenge, station signs, and a “challenge another department” post.

ECONOMIC DEVELOPMENT

Include the Business Leave-Behind in business newsletters and new-business welcome packets, and share the running business count.

ACCESSIBILITY CHECK

3.21 is a great time to review City event accessibility: ramps, restrooms, seating, quiet spaces, and ASL on request.

COPY & PASTE

Calendar, newsletter, social & press copy

Ready-to-use text for City channels.

COMMUNITY CALENDAR LISTING

3.21 Week: Celebrate World Down Syndrome Day ·
March 15–21, 2027

Businesses, schools, and churches across Canal Winchester are celebrating people with Down syndrome. Wear bright, mismatched socks on Friday, March 19, and look for Celebrate 3.21 signs around town. Details: Celebrate321.org

CITY NEWSLETTER

The City is showing up for 3.21! March 21 is World Down Syndrome Day, and Canal Winchester is celebrating all week. Mayor [Name] will read a proclamation at the [date] Council meeting, City Hall will glow blue and yellow March 15–21, and City staff will rock their socks on Friday, March 19. Join in: wear fun socks, post with #Celebrate321, and visit Celebrate321.org.

CITY SOCIAL POSTS

“Tonight City Hall is lit in blue and yellow for World Down Syndrome Day! Canal Winchester celebrates people with Down syndrome, today and every day.
#Celebrate321 #WorldDownSyndromeDay”

“Our City team rocked their socks today for 3.21! Everyone belongs in Canal Winchester.
#Celebrate321 #WorldDownSyndromeDay”

CITY PRESS RELEASE (SHORT)

Mayor Proclaims March 21 World Down Syndrome Day in Canal Winchester

Mayor [Name] has proclaimed March 21, 2027 as World Down Syndrome Day, joining Celebrate 3.21, a community-wide celebration led by the nonprofit Continue the Story. [##] local businesses, schools, and churches are taking part. “[Mayor quote],” said Mayor [Name]. Residents are encouraged to wear bright socks on Friday, March 19. Learn more at Celebrate321.org.

RUN OF SHOW

Proclamation reading

Usually at a Council meeting in early March, or at a 3.21 Week community event. The whole thing takes about 8 minutes.

RUN OF SHOW

- 1 5 min before**
 Guests seated; families and self-advocates invited to sit up front (if they'd like).
- 2 0:00**
 Mayor welcomes everyone and invites the room to show off their socks.
- 3 0:02**
 Mayor reads the proclamation (about 2 minutes).
- 4 0:04**
 Brief remarks from Celebrate 3.21 (1 minute).
- 5 0:05**
 Optional: a person with Down syndrome or a family member shares, only if they'd like to (1-2 minutes).
- 6 0:07**
 Photo: proclamation, Mayor, Council, families, and everyone's socks.
- 7 After**
 City posts the photo; Celebrate 3.21 reshares; send to local media.

BEFORE THE MEETING

- ☐ Confirm the agenda slot with the clerk
- ☐ Send the proclamation for signature
- ☐ Invite families, businesses, and students
- ☐ Tell local media (Media Kit advisory)
- ☐ Ask about accessible seating and parking

BRING

- ☐ Spare fun socks for Council
- ☐ A few window signs to show
- ☐ The framed proclamation for a photo
- ☐ A photo release plan

CITY CHECKLIST

- ☐ Proclamation or resolution
- ☐ Lighting scheduled
- ☐ Staff sock day announced
- ☐ Newsletter & calendar posted
- ☐ Social posts scheduled