

FIND YOUR EXTRA • IDEA GUIDE

Pets Add a Little Extra

Invite customers to share pets in blue/yellow bandanas, bows, or accessories.

3.21 Week: March 15–21, 2027 • Rock Your Socks Day: Fri, March 19 • WDSD: Sun, March 21 • Register at Celebrate321.org



Businesses

Step it up

Create

Cost: Free

WHY IT MATTERS

Pet photos are pure joy, and they get shared everywhere.

HOW TO DO IT

- 1 Invite customers to dress pets in blue and yellow.
- 2 Hang the photo sign on page 2.
- 3 Re-share pet photos (with owners' OK).
- 4 Optional: a small treat for every pet.

WHAT YOU NEED

- Photo sign (page 2)

PAIRS WITH THESE KITS

- Business Social Media Plan

READY-TO-POST CAPTION

Show us your pets in blue and yellow for 3.21! #Celebrate321 #WorldDownSyndromeDay

GOOD TO KNOW

Use person-first language ("a person with Down syndrome"). Celebrate, never pity. Feet photos are great; share faces only with permission.



Pets add a little extra!

Snap your pet in blue and yellow and tag us with
#Celebrate321.

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