

FIND YOUR EXTRA • IDEA GUIDE

Spotlight 3.21 Picks

Create a small 3.21 product collection or staff-picked display.

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: \$

WHY IT MATTERS

A staff-picked collection is a natural way for retailers to join in.

HOW TO DO IT

- 1 Pick 5 to 10 items: blue and yellow, socks, or books by or about people with Down syndrome.
- 2 Group them on a table or shelf.
- 3 Add the shelf talker on page 2.
- 4 Post the collection online.

WHAT YOU NEED

- Shelf talkers (page 2)
- Your products

PAIRS WITH THESE KITS

- Down Syndrome Book List
- Business Ideas by Type

READY-TO-POST CAPTION

Our 3.21 Picks are here! Celebrating World Down Syndrome Day. #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.

PRINTABLE

3.21 Staff Pick

Print on cardstock and cut on the dashed lines. 4 per page.



3.21 Staff Pick

We picked this to celebrate World Down Syndrome Day (March 21). Ask us why!



#Celebrate321



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