

FIND YOUR EXTRA • IDEA GUIDE

The Extra Display

Feature a blue-and-yellow or inclusion-themed display near the entrance or checkout.

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



Businesses

Step it up

Display

Cost: \$

WHY IT MATTERS

A display at the door or checkout says “everyone belongs here” before you say a word.

HOW TO DO IT

- 1 Pick a spot near the entrance or checkout.
- 2 Use blue and yellow, socks, and the sign on page 2.
- 3 Add books or products that celebrate belonging, if you have them.
- 4 Set it up by March 15.

WHAT YOU NEED

- Display sign (page 2)
- Blue and yellow items

PAIRS WITH THESE KITS

- Business Signage Kit

READY-TO-POST CAPTION

Our 3.21 display is up! Different looks good here. #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.



Different looks good here!

We're celebrating World Down Syndrome Day,
March 21. Everyone belongs.

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