



CELEBRATE 3.21 • MEDIA KIT

Press & Media Kit

For press & partners



Everything reporters, editors, and partners need to cover Celebrate 3.21: a one-page media fact sheet, two press releases, a media advisory, a founder story template, interview talking points, photo guidelines, and a media contact sheet.

WHAT'S INSIDE

- | | | | |
|---|--------------------------------|---|---------------------------|
| 1 | Media fact sheet | 2 | Launch press release |
| 3 | Canal Winchester press release | 4 | Media advisory (photo op) |
| 5 | Founder story & boilerplate | 6 | Interview talking points |
| 7 | Photo guidelines | 8 | Media contact sheet |

MEDIA FACT SHEET

Celebrate 3.21 at a glance

World Down Syndrome Day · March 21, 2027 · Canal Winchester, Ohio

WHAT IT IS

A community movement inviting every business, school, church, family, and organization to celebrate people with Down syndrome on World Down Syndrome Day. A program of Continue the Story, a 501(c)(3) nonprofit.

THE BIG QUESTION

“Can a whole community show up for 3.21?” The goal is participation from essentially every business and organization in Canal Winchester.

HOW PEOPLE TAKE PART

- **Rock:** wear fun, mismatched socks
- **Share:** post with #Celebrate321
- **Display:** put up a window sign
- **Give:** optional gifts or promotions
- **Create:** a 3.21 special, challenge, or event

KEY DATES

- **3.21 Week:** March 15–21, 2027
- **Rock Your Socks Friday:** March 19
- **World Down Syndrome Day:** Sunday, March 21

ABOUT DOWN SYNDROME

- A person has an extra copy of chromosome 21, which is why the day is 3/21
- About 5,700 babies with Down syndrome are born in the U.S. each year (CDC)
- Life expectancy has risen from about 25 in 1983 to about 60 today (NDSS)
- The UN recognized World Down Syndrome Day in 2011

BY THE NUMBERS [UPDATE WEEKLY]

- [##] businesses
- [##] schools & classrooms
- [##] churches
- [##] community partners

MEDIA CONTACT

[Name] · [phone] · [email]

ONLINE

Celebrate321.org
@handle

HASHTAGS

#Celebrate321
#WorldDownSyndromeDay

QUOTABLE LINES

“We’re not asking every business to donate. We’re asking every business to participate.”

“Different looks good here.”

“You are valued. You belong here. We celebrate you.”

LAUNCH RELEASE

Press release

Paste onto letterhead or into an email. Replace everything in yellow.

FOR IMMEDIATE RELEASE · [Date]

Media contact: [Name] · [phone] · [email]

Celebrate 3.21 Invites All of Canal Winchester to Show Up for People with Down Syndrome

New community movement asks every business, school, and church to celebrate World Down Syndrome Day on March 21, 2027

CANAL WINCHESTER, Ohio — Celebrate 3.21, a new program of the nonprofit Continue the Story, today announced a community-wide celebration of World Down Syndrome Day, March 21, 2027. The campaign asks a simple question: can a whole community show up for 3.21?

World Down Syndrome Day falls on March 21 because people with Down syndrome have three copies of the 21st chromosome. Celebrate 3.21 invites businesses, schools, churches, families, and organizations to take part in five simple ways: wear fun, mismatched socks; share on social media; display a window sign; give, if they choose; and create something of their own, like a 3.21 menu item or a classroom activity.

“**[Quote from founder about why this matters and the vision of a whole community saying you are valued, you belong here, we celebrate you.]**” said **[Name, Title]**.

The campaign emphasizes participation over donations. “We’re not asking every business to donate. We’re asking every business to participate,” **[Name]** said. Free toolkits for businesses, schools, churches, and families are available at Celebrate321.org.

Because March 21, 2027 falls on a Sunday, the celebration runs all week, March 15–21, with a community-wide Rock Your Socks day on Friday, March 19.

About Celebrate 3.21: Celebrate 3.21 is a community movement for World Down Syndrome Day (March 21) and a program of Continue the Story, a 501(c)(3) nonprofit. It invites businesses, schools, churches, families, and organizations to celebrate people with Down syndrome through five simple ways to take part: Rock, Share, Display, Give, and Create. The first campaign launches in Canal Winchester, Ohio, in 2027. Learn more at Celebrate321.org.

###

MOMENTUM RELEASE

Press release

Paste onto letterhead or into an email. Replace everything in yellow.

FOR IMMEDIATE RELEASE · [Date]

Media contact: [Name] · [phone] · [email]

[##] Canal Winchester Businesses Are Showing Up for 3.21

Founding 21 businesses lead the way as the community prepares for World Down Syndrome Day

CANAL WINCHESTER, Ohio — **[##]** businesses and organizations have already signed on to Celebrate 3.21, a community-wide celebration of World Down Syndrome Day, with the campaign's **Founding 21** leading the way. They include **[3-5 notable names]**.

Participating businesses will display Celebrate 3.21 window signs, wear bright socks on Friday, March 19, and share messages of belonging. Many are adding their own touches: **[examples: a coffee shop's 'Extra Joy' drink, a gym's 3-2-1 challenge]**.

“**[Quote from a Founding 21 business owner]**” said **[Name, Business]**.

Schools and churches across the community are joining too, with free lesson plans, kids' ministry guides, and family activities. **[Add school/church numbers if known.]**

“**[Quote from a parent of a person with Down syndrome, with permission]**” said **[Name]**.

Businesses can still join. Sign-up is free and takes about two minutes at Celebrate321.org/join.

About Celebrate 3.21: Celebrate 3.21 is a community movement for World Down Syndrome Day (March 21) and a program of Continue the Story, a 501(c)(3) nonprofit. It invites businesses, schools, churches, families, and organizations to celebrate people with Down syndrome through five simple ways to take part: Rock, Share, Display, Give, and Create. The first campaign launches in Canal Winchester, Ohio, in 2027. Learn more at Celebrate321.org.

###

PHOTO & INTERVIEW OPPORTUNITY

Media advisory

Send 3–5 days before an event, then again the morning of. Keep it short: who, what, when, where, why, and visuals.

MEDIA ADVISORY · [Date]

Hundreds of Mismatched Socks: Canal Winchester Celebrates World Down Syndrome Day

WHAT	A community Rock Your Socks celebration for World Down Syndrome Day, featuring [event details: feet photo, proclamation reading, sock walk].
WHEN	[Day, date, time]
WHERE	[Location and address; parking]
WHO	[Mayor, business owners, students, families, people with Down syndrome who have agreed to speak]
WHY	March 21 is World Down Syndrome Day, chosen because people with Down syndrome have three copies of chromosome 21.
VISUALS	Hundreds of bright, mismatched socks; a giant feet photo; window displays; students and business owners celebrating together.
CONTACT	[Name] · [phone] · [email] (on-site cell: [number])

TIPS & ANGLES

- Email assignment desks by 9 a.m.
- Offer interviews before the event
- Angle: a whole town in mismatched socks
- Angle: small businesses leading with belonging

ON SITE

- ☐ Printed fact sheets
- ☐ Name-spelling list for speakers
- ☐ A photo-consent plan (see Photo guidelines)

MORNING-OF PITCH EMAIL

Subject: TODAY: Hundreds of mismatched socks for World Down Syndrome Day

Good morning! Today at [time], [number] Canal Winchester businesses, students, and families will celebrate World Down Syndrome Day with a giant Rock Your Socks photo at [location]. Great visuals, and interviews available with [names]. Details below. Thank you! [Name, cell]

OUR STORY

Founder story & boilerplate

Reporters love the “why.” Tell it in your own words, and share only what your family is comfortable sharing.

WHY CELEBRATE 3.21 STARTED (FILL IN)

[Paragraph 1: Who you are, and your connection to Down syndrome. For example, the story of Briella and your family, as much as you’d like to share.]

[Paragraph 2: The moment the idea started. What did you see, or wish you saw, in your community?]

[Paragraph 3: The dream: driving through a whole community on 3.21 and seeing business after business, school after school, saying ‘You are valued. You belong here. We celebrate you.’]

BOILERPLATE (ABOUT 90 WORDS)

About Celebrate 3.21: Celebrate 3.21 is a community movement for World Down Syndrome Day (March 21) and a program of Continue the Story, a 501(c)(3) nonprofit. It invites businesses, schools, churches, families, and organizations to celebrate people with Down syndrome through five simple ways to take part: Rock, Share, Display, Give, and Create. The first campaign launches in Canal Winchester, Ohio, in 2027. Learn more at Celebrate321.org.

SHORT VERSION (ABOUT 30 WORDS)

Celebrate 3.21, a program of the nonprofit Continue the Story, invites whole communities to celebrate people with Down syndrome on World Down Syndrome Day, March 21. Learn more at Celebrate321.org.

ABOUT CONTINUE THE STORY

Continue the Story is a 501(c)(3) nonprofit that exists to help individuals and families overcome barriers, experience belonging, and move forward with hope, opportunity, and support. [confirm final mission]

SHARING A CHILD’S STORY

- Share only what your child would be glad to have public, now and later
- Consider first name only, and no school name
- It’s OK to decline a question
- Ask to review quotes if possible

OTHER PEOPLE REPORTERS MAY WANT TO TALK TO

A self-advocate

[Adult with Down syndrome who wants to speak]

A parent

[Name, with permission]

A business owner

[Founding 21 member]

A teacher or pastor

[Name]

INTERVIEWS

Interview talking points

Pick 2–3 messages and come back to them. Short, warm, and specific beats long and general.

THREE KEY MESSAGES

Everyone belongs

Celebrate 3.21 is about people with Down syndrome being valued members of our community.

Anyone can join

Five simple ways: rock, share, display, give, create. It takes about 15 minutes.

A whole community

Can Canal Winchester show up? [##] businesses already have.

COMMON QUESTIONS

Why March 21?

People with Down syndrome have three copies of chromosome 21. 3/21.

What's the goal?

For every person with Down syndrome and their family to see a whole community saying: you are valued, you belong here, we celebrate you.

Why socks?

Bright, mismatched socks are an easy, joyful way for anyone to take part, and they start conversations.

Is this a fundraiser?

No, it's a participation movement. We're not asking every business to donate; we're asking every business to participate. Giving is optional.

How can people help?

Rock your socks on March 19, post with #Celebrate321, and invite a business, school, or church to join at Celebrate321.org.

What happens after 3.21?

We hope belonging continues every day, and we're building a kit so other communities can host their own campaigns.

TRICKY QUESTIONS

Questions about prenatal testing or medical decisions

"Celebrate 3.21 is focused on celebrating people with Down syndrome and building belonging in our community. I'd point you to medical professionals for that question."

"Isn't awareness enough?"

"Awareness is a start. Belonging is the goal: people with Down syndrome welcomed at work, school, church, and everywhere."

"How much have you raised?"

"Our main measure is participation: [number] businesses and organizations. Any funds raised go to Continue the Story for Celebrate 3.21."

INTERVIEW TIPS

- Wear your fun socks!
- Use people-first words (see the Universal Kit)
- Say "I don't know, but I'll find out" when needed
- End with the call to action: Celebrate321.org

PHOTOS & CONTACTS

Photo guidelines & media contact sheet

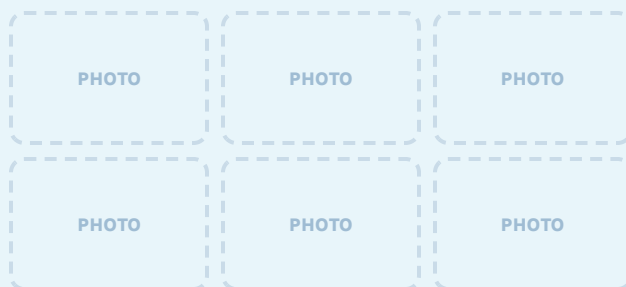
Great photos tell the story. Consent protects the people in them.

PHOTO GUIDELINES FOR MEDIA & PARTNERS

- Feet and sock photos can be taken freely
- Ask before photographing faces, and always ask a parent before photographing children
- Adults with Down syndrome give their own consent
- Use a colored lanyard or sticker for “no photos, please” at events
- Caption with first names only unless permission is given

APPROVED CAMPAIGN PHOTOS

High-resolution logos and approved photos are available at **[shared folder link]**. Please credit: **[Photo credit]**



LOCAL MEDIA CONTACTS

OUTLET	TYPE	CONTACT	EMAIL / PHONE	SENT	RESULT

Local outlets to consider: community newspapers and newsletters, Columbus TV stations’ community desks, local radio, city and Chamber newsletters, school district communications, neighborhood Facebook groups, and local bloggers or podcasters.