



Press release

March 2016

21 March 2016

World Down Syndrome Day

HOW DO YOU SEE ME?

The new CoorDown international communication campaign, created once again in collaboration with Saatchi & Saatchi and starring AnnaRose Rubright and Olivia Wilde, is now available online

A look may be friendly, encouraging, respectful or cold, devaluing and even discriminatory. A look can offer opportunity and foster inclusion for people with Down syndrome, or it can alienate and reinforce prejudice. To live, work and participate with confidence and autonomy, fully included in society; in their communities, alongside their families, co-workers, friends and peers: this is the inclusive theme of the 11th edition of **World Down Syndrome Day, 21 March 2016**.

CoorDown Onlus – Coordinator of Italian Associations of people with Down syndrome celebrates World Down Syndrome Day with the release of an international social communication campaign created, for the fifth consecutive year, through its unique collaboration with advertising agency **Saatchi & Saatchi**, New York office. The short online film **"How Do You See Me?"** - available on the YouTube CoorDown channel at this link: <https://www.youtube.com/watch?v=YhCEoL1pics> - is directed by **Reed Morano** and starring the American actress **Olivia Wilde**, ambassador of various non-profit associations and currently on television in the series **Vinyl**.

The protagonist of the online film is **AnnaRose Rubright**, a young American girl with Down syndrome narrating her life: full of significance and possibilities, full of friendships and love, but also with challenges and difficulties. On screen her life is played by actress Olivia Wilde. The metaphor aims to inspire a reflection on how people with Down syndrome see themselves, whilst revealing the inherent prejudice and discrimination that they face based on society's preconceptions and stereotypical low expectations.

The campaign **"How Do You See Me?"** was achieved together with **DSi - Down Syndrome International** and with the contribution of **Down Syndrome Australia**, **Down's Syndrome Association (UK)**, **Fondation Lejeune** and **Les Amis d'Eléonore (France)**.

The official hashtags of the campaign are: #HowDoYouSeeMe and #WDSD16.

The film will also be presented on **Monday 21st March** at the **World Down Syndrome Day Conference** entitled *"My Friends, My Community" – The benefits of inclusive environments for today's children and tomorrow's adults* that will be held in the **United Nations** headquarters, New York. The President of CoorDown Onlus Sergio Silvestre will be present at the Conference with Communication Delegate Martina Fuga, who will present a speech entitled *"How to build an inclusive culture: understanding Down Syndrome through the lens of diversity"*.

World Down Syndrome Day is an international event – officially recognized by a UN resolution – created to spread awareness of Down Syndrome with the aim of promoting a new culture of diversity, respect and social inclusion for all people with Down syndrome. The date chosen for this appointment – the 21st of March - is not

CoorDown Onlus

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Aderente a:  **Down Syndrome International**
Improving Life for People with Down Syndrome



International Disability Alliance



Conferenza Permanente Presidenti Associazioni e Federazioni Nazionali di Volontariato



accidental: Down syndrome, also known as Trisomy 21, is characterized by the presence of an additional chromosome – three rather than two- in the 21st chromosomal couple (i.e. 3/21).

Sergio Silvestre, President of CoordDown Onlus: «We are proud to be first in line of an ambitious international communication project in cooperation with other associations and with the extraordinary support of Saatchi & Saatchi for the fifth consecutive year. Through this film we aim to promote and contribute to a cultural change: the only way to truly achieve inclusion is to let disability be felt as a facet of diversity given that each individual is unique. The objective is to teach people how to look beyond stereotypes as well as to build up a new collective consciousness and to promote a disability literacy».

Luca Lorenzini, Global Creative Director, Saatchi & Saatchi New York: «Working with CoordDown is always exciting for us. Every year we fight in order to overthrow walls and to create an inclusive culture for people with Down Syndrome. This year we're thrilled to work with world-class artists including director Reed Morano and actress Olivia Wilde, as their magic touch will help make this message stronger and louder than ever before».

COORDOWN AND SAATCHI & SAATCHI

Thanks to “**How Do You See Me?**”, CoordDown collaborates once again, for the fifth consecutive year, with the advertising agency **Saatchi & Saatchi**, after four successful projects. Last year **The Special Proposal** hit almost 5 million views. The short film **Dear Future Mom** reached almost 7 million views on YouTube and it was the most shared ad in the world during the World Down Syndrome Day in 2014. Moreover, it won the GRAND PRIX of the ADCI – Art Directors Club Italiano, Italian Festival. In 2013 **#DammiPiùVoce** collected 50 videos of boys and girls with Down syndrome asking 50 celebrities – including Sharon Stone, Jovanotti and Francesco Totti - to offer them a video. In 2012 it was the turn of **Integration Day**: actors taking part in some of the most important national and international advertising campaigns – Averna, Illy caffè, Cartasi, Pampers, Toyota and Enel – were replaced by actors with Down syndrome. On the whole, these projects - carried out on the occasion of the World Down Syndrome Day - were awarded with 18 Lions, 9 of which were Golden, at the **Cannes International Festival of Creativity**.

COORDOWN ONLUS

The Coordinator of Italian Associations of people with Down syndrome - Onlus was born in 2003 and today, in Italy, it represents the majority of associations that aim to protect and realize the rights of people with Down syndrome, acting as an official interface with Institutions.

Every second Sunday of October, CoordDown promotes the usual National Day of people with Down syndrome and it also promotes the World Down Syndrome Day - every 21st March - through the creation of international social communication campaigns.

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