

Immediate Release

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public service announcement by National Down Syndrome Society Celebrities participate in PSA to raise awareness for Down syndrome f.

NEW YORK (Sept. 25, 2008) – Every October is Down Syndrome Awareness Month and this year the National Down Syndrome Society (NDSS) has partnered with the Regal Entertainment Group to air for a public services announcement (PSA). Regal Entertainment Group will air the PSA on screens across the country from Sept. 26 to Oct. 9. celebrities will participate in the PSA to share the abilities and achievements of all individuals with Down syndrome.

Down syndrome is a genetic condition caused by a third copy of the chromosome 21, and there are more than 400,000 people in the United States who have Down syndrome. NDSS strives to support people with Down syndrome from different perspectives. Individuals with Down syndrome used to have a short life expectancy. But now the life expectancy has increased to 63, and most of them can experience the life of normal people: going to college, working in various professions, living independently, and getting married. Most of them can even contribute to society in several productive ways. Some of the PSA celebrity participants, such as “Today” Co-Anchor, Meredith Vieira, actor John C. McGinley, and St. Louis Cardinals' baseball star, Albert Pujols, will highlight the achievements of all individuals with Down syndrome (don't repeat “PSA”)

Jon Colman, the president of the National Down Syndrome Society, shares the effort of NDSS. "For almost 30 years, the National Down Syndrome Society has worked to benefit people with Down syndrome and their families through national leadership in education, research and advocacy." He also shares his appreciation to Regal Entertainment Group for their generous donation of air time. While some participants, Co-Anchor, Meredith Vieira, and actor John C. McGinley, feel honored to speak out for this meaningful PSA- this is an incomplete sentence. John C. McGinley even hopes this PSA can empower people with special needs and elevate the awareness of others who might treat and regard people with special needs with respect and dignity. Where are the quotes from Viera and McGinley?

For information about Down syndrome, details can be found below:

- Down syndrome occurs when, an individual has three, rather than two, copies of the 21st chromosome.
- Down syndrome is the most commonly occurring chromosomal condition. One in every 733 babies is born with Down syndrome.
- Down syndrome occurs in people of all races and economic levels.
- The incidence of births of children with Down syndrome increases with the age of the mother.
- 80 % of children with Down syndrome are born to women under 35 years of age.
- People with Down syndrome have an increased risk for certain medical conditions such as congenital heart defects, respiratory and hearing problems, Alzheimer's disease, childhood leukemia, and thyroid conditions.

The National Down Syndrome Society is a nonprofit organization with more than 250 affiliates nationwide representing the more than 400,000 Americans who have this genetic condition. NDSS is committed to being the national leader in supporting and enhancing the quality of life, and realizing the potential of all people with Down syndrome. We demonstrate this commitment through our education, research and advocacy initiatives that benefit people with Down syndrome and their families. For more information visit <http://www.ndss.org>.

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