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Press Release

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For Immediate Release

The New Jersey Council on Developmental Disabilities Presents:

Fourth Annual Developmental Disabilities Awareness Day

Saturday, August 30, 2014 from 10:30 am to 5 pm

Six Flags Great Adventure, Jackson, NJ

Join the [New Jersey Council on Developmental Disabilities](#) (NJCDD) on **Saturday, August 30, from 10:30 am to 5 pm** for the **Fourth Annual Developmental Disabilities Awareness Day** at [Six Flags Great Adventure](#) in Jackson, NJ! Set against the backdrop of one of the America's best family-oriented theme parks, this fun and lively event promotes community inclusion and pride for people with developmental disabilities in NJ, and encourages adults and kids alike to stand together against bullying and hurtful language.

Discount tickets are available for \$28.99 per person (a savings of \$36 per ticket!), and children under two are admitted free. Discount tickets include admission to the theme park and to Great Adventure's *Safari Off-Road Adventure*. To take advantage of this special offer, visit www.sixflags.com/greatAdventure/tickets and use the **Promo Code: NJCDD**.

The NJCDD will be joined by volunteers from a number of service and advocacy organizations, who share our vision of promoting inclusion, and respect for people with developmental disabilities in New Jersey.

At the event, the NJCDD will be promoting its [Anti-Bullying](#) and [R-Word](#) campaigns, which are meant to raise awareness about the harm that bullying and offensive language can cause to people with developmental disabilities, and to call on all families to help eradicate the words "retard" and "retarded" from everyday speech and in the media. With the help of New Jersey residents young and old, the NJCDD hopes to put an end to hurtful speech and violence in our schools and communities.

Tables will be set up throughout the park, where volunteers will be on-hand to give away free [Anti-Bullying](#) and [R-word](#) materials including backpacks, bracelets, hats, buttons, bumper stickers, and more! Park-goers can also sign the [R-Word Pledge](#), promising to stop using the R-word and to encourage others to do the same.

Background

Developmental Disabilities Awareness Day

On September 3, 2011, the NJCDD held its first Developmental Disabilities Awareness Day at Six Flags Great Adventure. Each year, staff and volunteers from the NJCDD and its partner organizations join park-goers to offer information about the developmental disabilities community in New Jersey, and to promote the NJCDD's campaigns to curb violence and hurtful language in our communities. Gaining increased popularity with each year, thousands of amusement park enthusiasts and families have come to enjoy this event over the years. Park-goers of all ages and from all over the tri-state area (and several foreign countries) have stopped at our tables to sign [R-Word Pledges](#), of which many thousands have been collected and archived. And countless buttons, stickers, bracelets, and other materials have been given out to the public – many of whom wear their [Anti-Bullying](#) and [R-Word](#) materials during their visit to the park.

The New Jersey Council on Developmental Disabilities

Since its establishment in 1971, the New Jersey Council on Developmental Disabilities has pursued its mandate to ensure that people with developmental disabilities and their families have opportunities to participate in the design and implementation of programs, services, and supports that promote dignity, self-determination, and community inclusion.

Through outreach, advocacy, leadership programs, and the funding of innovative grant projects, the Council works to realize its vision that all individuals with developmental disabilities have the opportunity to be active members of their community; to set real goals and make their own choices; and to exercise the same rights, privileges, responsibilities, and opportunities that any other New Jersey resident enjoys. Find out more about the NJCDD and our Annual Developmental Disabilities Awareness Day by visiting our website at www.njcdd.org.

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