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Press Release

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For Immediate Release

The New Jersey Council on Developmental Disabilities Presents:

[3rd Annual Developmental Disabilities Awareness Day](#)

Saturday, August 31, 2013 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 31, from 10:30 am to 5 pm** for the [3rd Annual Developmental Disabilities Awareness Day](#) at [Six Flags Great Adventure in Jackson, NJ](#)! Set against the backdrop of one of the east coast's most thrilling 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.

Discount tickets are available for \$26 per person (a savings of \$36 per ticket!), and children under two are admitted free. To take advantage of this special offer, call **(732) 928-2000, ext. 2850** or 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 goal of promoting visibility, 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 can cause, especially to those with developmental disabilities, and to call on the public 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 violence and hurtful speech 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 buttons, bumper stickers, bracelets, 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. In our first two years, hundreds of people have purchased tickets for the event; close to 3000 park-goers of all ages have stopped at our tables to sign [R-Word Pledges](#); and countless buttons, stickers, bracelets, and other materials have been given out to park-goers – many of whom wear their [Anti-Bullying](#) and [R-Word](#) materials during their visit to the park. The overwhelming success of our last two events; plus the enthusiasm and support from our community partners, Six Flags Great Adventure staff, local media, elected officials, and the public has spurred the NJCDD to organize this positive and impactful community event once again.

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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