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Press Release

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For Immediate Release

The New Jersey Council on Developmental Disabilities Presents:

2nd Annual Developmental Disabilities Awareness Day

Saturday, September 1 from 10:30 am to 5 pm

Six Flags Great Adventure, Jackson, NJ

Join the [New Jersey Council on Developmental Disabilities](http://www.njcdd.org) (NJCDD) on **Saturday, September 1, from 10:30 am to 5 pm** for the [2nd Annual Developmental Disabilities Awareness Day](http://www.njcdd.org) 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 \$25.99 per person (a savings of \$35 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. The following organizations have partnered with the NJCDD to make this event a success: **The NJ Dept. of Disability Services, The NJ Coalition for Inclusive Education, The Statewide Parent Advocacy Network of NJ, Community Access, Ultd., The Supportive Housing Association of NJ, Spectra Academy, The Family Resource Network, Allies, Inc., Bancroft, and Community Options.**

The day-long event **begins at 10:30 am** with an **opening ceremony** near the park's main entrance, where NJCDD staff and volunteers will be joined by special guests, including Jackson Mayor Michael Reina, to raise public awareness of the thriving and diverse developmental disabilities population in New Jersey, and to speak out against hurtful speech and actions against people with developmental disabilities in our communities. This ceremony is open to the press and all park-goers.

This year, the NJCDD will kick-off its new **Anti-Bullying** campaign. Armed with the message "**Together We Are Stronger Than Bullying**", we look to raise awareness about the harm that bullying can cause,

especially to those with developmental disabilities, and call on the public to come together to put a stop to violence and hate. This new initiative has grown out of the NJCDD's successful [R-Word](#) campaign, which calls on the public to help eradicate the words "retard" and "retarded" from everyday speech and in the media.

Tables will be set up throughout the park, where volunteers will be on-hand to give away free **Anti-Bullying** and **R-word** T-shirts, plus 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. That day, staff and volunteers from the NJCDD and its partner organizations were on hand to offer information about the developmental disabilities community in NJ, as well as promote NJCDD's **R-Word** campaign, which calls on the public to put an end to the use of the R-word in everyday language. Over 600 people purchased tickets for the event, and thousands more stopped by tables set up throughout the park to participate and learn more.

By the end of the day, 1200 R-Word pledges had been signed, and over 3000 R-Word T-shirts, plus countless buttons, stickers, bracelets, and more were handed out to park-goers – many of whom wore their R-Word materials as they went on to enjoy the park. The overwhelming success of last year's event, plus the enthusiasm and support from our community partners, from Six Flags Great Adventure staff, and from the general public has spurred the NJCDD to once again organize this positive and impactful community event.

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 by visiting our website at www.njcdd.org.

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