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## Press Release

**Date:** Wednesday, August 31, 2011

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**For Immediate Release**

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The New Jersey Council on Developmental Disabilities Presents:

***1st Annual Developmental Disabilities Awareness Day at Six Flags Great Adventure***

**Saturday, September 3 from 10 am to 5 pm**

**Six Flags Great Adventure, 1 Six Flags Blvd., Jackson, NJ 08527**

Join the New Jersey Council on Developmental Disabilities' **Monday Morning Project** as we raise awareness and promote understanding of developmental disabilities in a fun and exciting environment! On **Saturday, September 3, from 10 am to 5 pm**, join us for the ***1st Annual Developmental Disabilities Awareness Day (DD Awareness Day) at Six Flags Great Adventure in Jackson, NJ.***

Jackson Township Mayor Michael Reina will be sworn in as the first **DD Awareness Day** mayor in a ceremony on the steps of Great Adventure's **Liberty Square Gazebo at 11:15 am**. This event is open to the public on a first come, first served basis. Following the inauguration ceremony, Mayor Reina will lead event participants in an **Inaugural Parade** around the park **from 11:45 am to 12:15 pm**.

**DD Awareness Day** will feature several exhibits from agencies and organizations throughout the state who will share information with members of the public about the services they provide; promote understanding about the everyday lives of people with developmental disabilities; appropriately recognize and celebrate New Jersey's diverse population which includes people with developmental disabilities; and promote inclusion, dignity, and independence for individuals with developmental disabilities.

In addition, the **Monday Morning Project** will also be promoting the *R-Word* Campaign, which calls on the public to eradicate the word "retard" from everyday vocabulary and in the media, raises awareness that the word is hurtful to people with developmental disabilities and their families, and encourages community members to take action to promote tolerance. During the day, *R-Word* materials including t-shirts, bumper stickers, buttons, and more will be handed out to park goers free of charge.

Support for the **1<sup>st</sup> Annual Developmental Disabilities Awareness Day** has been provided by: The Arc of Mercer County; Allies, Inc.; Community Access; Community Options; Collier Services/ASAH; and Hinkle, Fingles & Prior, P.C.

**BACKGROUND:**

**Monday Morning Project**

Founded in 1995 by the New Jersey Council on Developmental Disabilities, *Monday Morning* is an organization of self-advocates concerned with the issues affecting the developmental disability community. Made up of county-based networks, *Monday Morning* is the voice of people with developmental disabilities speaking out for systems change, and a greater voice in community planning. To learn more, visit [www.njcdd.org/MondayMorning/mmhome.htm](http://www.njcdd.org/MondayMorning/mmhome.htm).

**The New Jersey Council on Developmental Disabilities**

The Vision of the New Jersey Council on Developmental Disabilities is that all individuals with developmental disabilities are contributing members of their neighborhoods and communities; make real choices and have control over their own lives; have the freedom to strive, excel, and make mistakes; are in a position to achieve personal goals, are in a position to affect policy and process decisions that affect their lives; and have the same rights, privileges, responsibilities, and opportunities of citizenship as does any other New Jersey resident. To learn more or to get involved, please visit [www.njcdd.org](http://www.njcdd.org).