



Dear Friends, Community Neighbors and Business Partners,

The Down Syndrome Parents Group of Western New York is proud to announce our 10th annual Step Up for Down Syndrome awareness walk! In 2008, Step Up for Down Syndrome was started by the Down Syndrome Parents Group of Western New York in honor of National Down Syndrome Awareness month. The walk was organized to provide families and the Western New York community an opportunity to celebrate the gifts and potential of all individuals with Down syndrome.

We are so excited to be celebrating our 10<sup>th</sup> year and are so proud to say our supporters have grown steadily since 2008. Last year over 1,000 people attended the walk at Coca-Cola Field. We hope that you will choose to sponsor the event and that you will join us on Saturday, September 30, 2017, from 11 a.m. until 2 p.m. Your sponsorship will not only ensure a successful event, but will provide you with exposure to our 1,000 plus participants as well as the community at large.

We have planned a 10<sup>th</sup> Anniversary event that is both purposeful and full of fun. The day consists of a one-mile walk that begins at Coca-Cola Field, follows a route around Harbor Center, and returns to Coca-Cola Field. The post walk celebration features music and lunch, along with family games and activities. The day, which has been covered by the Buffalo News and YNN, also showcases entertainment performed by individuals with disabilities living right here within our community.

If you are interested in promoting your business and sponsoring the Step Up for Down Syndrome awareness walk, please fill out and mail in the enclosed sponsorship form. We look forward to having your company join us in supporting and valuing the contributions that people with Down syndrome make to the community. Celebrating their lives is a way of celebrating the diversity that makes Western New York a great place to live!

With Warmest Regards,

The 2017 Step Up for Down Syndrome Awareness Walk Committee