

GiGi's Playhouse Raleigh
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NEWS RELEASE

FOR IMMEDIATE RELEASE

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GIGI'S PLAYHOUSE RALEIGH PARTNERS WITH LOCAL DAIRY QUEEN FRANCHISES TO FUNDRAISE

CARY, N.C.– GiGi's Playhouse Raleigh, a local nonprofit organization that provides career building programs, educational development and a community for individuals with Down syndrome, is partnering with local Dairy Queen franchises in North Carolina for their Round Up Program.

Since 1984, Dairy Queen has partnered with Children's Miracle Network Hospitals to help raise money for their local communities through their Round Up Program. At participating locations, when you round up your total, a percentage of the sale is donated to the local CMN Hospitals. Additionally, for every Blizzard sold on Miracle Treat Day, on July 31, at participating U.S. locations, \$1 or more will be donated to local Children's Miracle Network Hospitals.

October is Down syndrome Awareness Month. First recognized in the 1980's, October is a month to celebrate, recognize and raise awareness around individuals with Down syndrome. World Down Syndrome Day is celebrated annually on March 31.

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For the month of October 2024, GiGi's Playhouse Raleigh is partnering with local Dairy Queen Franchises to raise money for Down Syndrome Awareness Month through the Round Up Program.

For every treat sold during the month of October, local North Carolina Dairy Queens will donate a percentage to GiGi's Playhouse Raleigh. GiGi's will be supported and will be able to use the donations to improve, grow, and help more families and individuals.

About GiGi's Playhouse Raleigh

GiGi's Playhouse Raleigh is a nonprofit organization that serves individuals with Down syndrome by providing educational tutoring, career development programs, exercise and art experiences as well as an inclusive community to individuals and families of all ages. GiGi's Playhouse Inc. was initially established in 2003 with a mission to spread inclusivity and acceptance by changing the way the world views Down syndrome. Opening its first location in Raleigh, North Carolina, in 2016, GiGi's Playhouse Raleigh is now located in Cary, North Carolina, after moving in 2023 and serves the local North Carolina community. GiGi's Playhouse has over 60 locations nationwide and has been featured on "NBC Nightly News", The News & Observer, the "Today" show and more. For more information, visit GiGi's Playhouse Raleigh.

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