

October 28, 2009

# Ups & Downs Community Advisory

## *Coffee Table Book Launch*

**Who:** Ups and Downs – Calgary Down Syndrome Association

**What:** Launch of new book “Lightness”,  
Portraits and Stories of Individuals with Down Syndrome



### **CELEBRATING NATIONAL DOWN SYNDROME AWARENESS WEEK**

Ups and Downs – Calgary Down Syndrome Association is launching its beautiful new book – “Lightness”, portraits and stories of twenty one individuals with Down syndrome. The book is a collaboration between the Association, member families of persons with Down syndrome, and Noah Fallis – a local photographer.

Noah Fallis is a renowned Commercial & Fashion Photographer. Wanting to give back to the community, and because of his association with individuals with Down syndrome, Fallis wanted to create a coffee table book that featured families who have a member with Down syndrome, believing that the beauty he seeks to portray is in every individual, regardless of their ability.

We learn and remember through pictures - across languages and cultural barriers but information is also communicated through “stories”. The combination of pictures and authentic stories to inform the broader community about children and families touched by Down syndrome is both unique and powerful. It is our goal that this book will help build positive attitudes towards individuals with Down syndrome.

The book can be ordered through Ups and Downs by calling our office at 403.289.4394. Created in two different sizes, our beautiful 12” x 12” hard-covered coffee table size is \$100.00, while our 7” x 7” version is \$45.00.

**Amber Boyd**  
*Executive Director*  
Ups and Downs-Calgary Down Syndrome Association  
[www.upsdowns.org](http://www.upsdowns.org)

