

GIGI'S PLAYHOUSE PKG

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<p>-b roll Down's photo kids in the background that pans out to show Adrienne working at her desk (#43 on card)</p>	<p>TRACK 1 Narration: ADRIENNE MULLIGAN IS DRIVEN</p>
<p>-Photo of her Down's daughter (e-mailed to Myrna)</p>	<p>SOUNDBITE FROM ADRIENNE: "When my daughter was born, I was surrounded by brochures and little bits and pieces of advice but I didn't see anything unified. I didn't see anything that would give a mother in my situation a clear understanding of just the most basic of issues with Down's syndrome. And right away, I thought, "Something needs to be done about that."</p>
<p>-b roll of Adrienne scrolling down her computer screen (#47 on card)</p>	<p>TRACK 2 Narration: DRIVEN TO HELP FAMILIES WITH CHILDREN DIAGNOSED WITH DOWN'S SYNDROME BY WORKING TO OPEN A RESOURCE CENTER, GIGI'S PLAYHOUSE.</p>
<p>-b roll of kids at GiGi's Playhouse playing and getting tutoring and classes (online)</p>	<p>"GiGi's Playhouse is an educational and therapeutic center. It's a place where kids can go after school, before school age and get free tutoring in literacy and math – and all the tools that they need to succeed and to stay typical in school. And also, some of the therapies that used to be widely available are less so now and so we have on site physical therapists, speech therapists, occupational therapists. Basically to create productive play. Because every child needs to be played with and to develop and we just teach them the right ways to do that."</p>
<p>-b roll of Reshelle getting her baby out of the car (#22 on card)</p>	<p>TRACK 3 Narration: MOTHERS LIKE RESHELLE BALDINI CAN SOMETIMES FIND IT DIFFICULT TO NAVIAGTE THE PATH TO FINDING RESOURCES FOR THEIR CHILDREN DIAGNOSED WITH DOWN'S</p>

Reshelle on cam	“The hospital gives you about 3 referrals and from that, you need about 20. So, part of what we want to do with our organization is to give knowledge as well as the opportunity for intervention and things like that but if someone would have handed me a notebook and said, “Here’s what you do.” That would have been great but they don’t.”
Adreienne on cam	“Early intervention does work. Years zero through six are the most important for brain development which is uncontested by one and all. Um, and if we empower kids between those young years, they will grow up much, much better condition... in a much, much better condition to have a normal life or a typical life than without.”
-b roll of Reshelle playing with baby Kennedy (#38 on card)	SOUNDBITE FROM ADRIENNE: “I was having the conversation with the folks over at Emory University, um, they were saying what we really need is a place to go, a center. And they said there’s a really good model out of Chicago and its called GiGi’s Playhouse and why don’t you hop a plane and go check it out. So, we kind of felt that we would go up and take a look at how things were run and do it better here. And we walked into GiGi’s Playhouse and within 5 minutes, it was just love at first sight and we knew straight away that we wanted to bring their exact kind of franchise of GiGi’s to Atlanta.”
-b roll of GiGi’s playhouse (kids playing or kids being tutored)	TRACK 4 Narration: ADRIENNE IS ABOUT TO SEE THE FRUITION OF 3 YEARS OF PLANNING AND WORK TO BRING A GIGI’S PLAYHOUSE LOCATION TO ATLANTA.
Adrienne on cam	“We are extremely excited and there’s a terrific build up excitement towards our gala next weekend on February 26 th . We have reached 70% of our goal so we really need the gala to just push us over the edge and open our doors as quickly as possible and we’re just overwhelmed by the support and contribution that we’ve got from local companies, local citizens. We even had a few little girls on my street host a bake sale at the corner and they raised \$51 towards the Skate Foundation bringing GiGi’s Playhouse to Atlanta. So we’re pretty well supported by, by one and all.”
-b roll of Kennedy playing with a bus (#30 on card)	TRACK 5 Narration: FOR MOMS LIKE RASHELLE, THIS

	CENTER WILL BE A HAVEN FOR BOTH HER AND HER DAUGHTER, KENNEDY
	“GiGi’s Playhouse is a place that helps us to, will help Kennedy to be able to go in and be with other kids like herself and be able to do extra physical therapy, extra occupational therapy, speech therapy. It will give me a place to be with parents that I can say, “What’s your kid doing?” you know, “What did they do at 8 months?” so I can feel like I’m normal.

NOTES:

Then, we can mention that the gala will be Feb. 26th and for more info, please visit our site.

The link to the GALA is: <http://www.events.org/ihaveavoicatlanta/cpage.aspx?e=31688>