

FOR IMMEDIATE RELEASE

March 11, 2020

### BE COOL FOR AUTISM

*A Provincial Event to Celebrate World Autism Awareness Day Gets Big Support in Schools!*

**ST. JOHN'S, NL** – Autism Society, Newfoundland & Labrador (ASNL) is excited to invite the province to participate in *Be Cool for Autism* in celebration of World Autism Awareness Day for the second year! Taking place on Thursday, April 2, *Be Cool for Autism* is a province-wide event aimed to help raise autism awareness and autism acceptance while raising funds for ASNL. ASNL is excited to have the support of both the Newfoundland and Labrador English School District and Newfoundland (NLESD) and Labrador Teachers Association (NLTA) for the second year in a row on this fun day!

*Be Cool for Autism* encourages schools and workplaces to wear their sunglasses to spread the message, “it’s cool to be accepting of everyone”. It’s easy to take part, simply wear sunglasses and share a selfie or group photo with us on Facebook, Instagram or Twitter by using the hashtag #BeCoolForAutism and tagging us @AutismSocietyNL. Those participating can also choose to make a donation in person at one of ASNL’s four offices (St. John’s, Clarenville, Grand Falls-Windsor or Corner Brook) or online at [www.autism.nf.net](http://www.autism.nf.net)

Supporters can download colouring sheets, cut out sunglasses and learn more [on our website here](#)

#### QUOTES

**"I'm excited to see this campaign launch for it's second year! Last year we had over 115 schools participate, which was exceptional. To us, World Autism Awareness (and Acceptance) Day is all about working together as a community to ensure all individuals feel welcome to be who they are. This is a day to reflect on a simple message from which we can all benefit: it is cool to be accepting of everyone."** -- Scott Crocker, CEO Autism Society, NL

**"The Newfoundland and Labrador English School District is pleased to partner on this event for its second year. We all benefit by encouraging inclusion of everyone. It is indeed 'cool' to be accepting of everyone and by working together we are able to improve our approaches to understanding the individual needs of all our students with autism."**— Tony Stack, CEO/Director of Education of NLESD

**"On World Autism Awareness Day, we reflect on the importance of supporting each individual student based on who they are and what success means for them. Our teachers work every day to ensure their students have the brightest possible futures."** -- Dean Ingram, President of the Newfoundland and Labrador Teachers' Association

## INFORMATION BITES

The ASD incidence rate in Newfoundland and Labrador is 1:57 individuals age 5-17. The Canada statistic is 1:66. [More info from Public Health Agency of Canada Here](#)

Autism Spectrum Disorder (ASD) is a lifelong, developmental disability that affects how a person communicates with and relates to other people, and how they experience the world around them. People with autism see, hear and feel the world differently than other people. Differences may be seen in social communication, social interaction, repetitive behavior and routines, and sensory sensitivity.

ASNL is a provincial charitable organization dedicated to fostering the development of individual, lifelong, and community-based supports and services for people with autism spectrum disorder (ASD), their families, and caregivers. ASNL operates four offices located in St. John's, Clarenville, Grand Falls-Windsor and Corner Brook.

- 30 -

## MEDIA CONTACTS

Tess Hartmann  
Chief Operating Officer  
Autism Society, NL  
T: 722-2803 ext. 226 | E: [thartmann@autism.nf.net](mailto:thartmann@autism.nf.net)

Cheryl A. Gullage  
Manager of Communications  
Newfoundland and Labrador English School District  
T: 709-758-0032 C: 709-697-5856  
E: [CherylGullage@nlesd.ca](mailto:CherylGullage@nlesd.ca)

Lesley-Ann Browne  
Communications Officer  
Newfoundland and Labrador Teachers' Association  
T: 709.726.3223, ext 228  
E: [labrowne@nlta.nl.ca](mailto:labrowne@nlta.nl.ca)