

## CdLS Awareness Day Elevator Pitches

Delivering your message in less than 30 seconds

- 1) Cornelia de Lange syndrome or CdLS is a rare genetic disorder that affects my child/sibling/etc. [name], and the CdLS Foundation is a great nonprofit that provides services and support to professionals and families like me. They host Awareness Day on the second Saturday of May, and volunteers drive a nationwide effort to start the conversation about CdLS. Are you interested in learning more about [name] and CdLS?
- 2) Have you ever felt really passionate about a certain cause? I have; I'm a volunteer of the Cornelia de Lange Syndrome Foundation or CdLS, which is a rare genetic disorder. Today is National CdLS Awareness Day. I'd love to share information about the syndrome—would you be interested?
- 3) Did you know that there are more than 7,000 rare diseases in the world? My child/niece/friend/etc. [name] is 1 in 10,000 who has Cornelia de Lange Syndrome, or CdLS. We work hard to spread awareness so that the public has a better understanding of the effects of CdLS, and I'd love to tell you more.
- 4) Did you know that today is National CdLS Awareness Day? CdLS stands for Cornelia de Lange syndrome, a rare genetic disorder that affects intellectual and physical development. I'm advocating on behalf of my child/friend/etc. [name]—do you have time to hear his/her story?
- 5) The scariest day of your life is hard to forget. I remember mine was when my child/sibling/etc. was diagnosed with Cornelia de Lange syndrome. The CdLS Foundation was able to help us navigate the rare genetic disorder, and I try to advocate for them whenever I can. Today is National CdLS Awareness Day—do you have a spare minute to hear about the wonderful things they do for families?