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Stirpe challenges high school students to create disability rights campaign

New York Assemblyman Al Stirpe has challenged students from Cicero North Syracuse, East Syracuse Minoa, Fayetteville-Manlius, Lafayette Junior-Senior High and Liverpool High Schools to develop a communications campaign for disability rights.

The objective of the contest is to design a public education campaign that leads to positive attitude changes concerning people with disabilities. The contest will offer a hands-on learning experience in disability rights and marketing for the students, in addition to offering \$3,500 in prize money for the winning schools.

“As the father of a disabled daughter, I have seen firsthand the challenges that individuals with disabilities face on a daily basis,” says Stirpe. “As a community, we have to find ways to change the public’s attitude toward people with disabilities. I’m pleased to be able to help facilitate this initiative.”

Stirpe has served on the board of directors of Familycapped, a nonprofit organization composed of parents of children with multiple disabilities, formed to expand programs for children with disabilities in Central New York. He was directly involved in helping raise more than \$1 million to build Casey’s Place, a respite home for families caring for disabled children.

Participating high schools will be supported in their efforts by the Burton Blatt Institute (a group dedicated to disability rights) and S.I. Newhouse School of Public Communications Advertising Department, both of Syracuse University, and Clear Channel Syracuse.

Winners will be announced in December and their campaigns will appear in various media outlets.

For more information, visit <http://bbi.syr.edu/projects/disability-rights-campaign/> or contact Eve Hill, BBI Senior Vice President, at (202) 296-2044 or ehill@law.syr.edu.

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