



8 August 2016

Media Release

## **Regional NSW *Accept Difference* television commercial reaches a global audience**

For the first time in Australia, NSW Mid North Coast families who have a child with a disability are having their voices heard around the globe in a groundbreaking media campaign communicating an *Accept Difference* message to the community. The 30 second television commercial (TVC) spearheading the campaign has had more than 10 million views globally.<sup>1</sup>

The [television advertisement](#) was produced in Nambucca Heads by [Nancy Sposato Projects](#), with unique animation and musical score highlighting the emotive plight of a mother shopping with her child and facing the surprising inclusion, warmth and acceptance of a man she encounters in the supermarket.

“We weren’t surprised by the global interest in the campaign and how it has resonated with families everywhere. The experiences of families in regional NSW are no different to a family in Brazil, Mexico or London,” said Caryn Maher, Program Manager, Early Connections Coffs Coast, “It is rewarding to see an Australian-grown campaign lead the way.”

Déborah Monaco, Brazil, posted on Facebook that the TVC was “cool, short, direct and informative” while Susan Carraretto, USA, said “Nobody should ever judge a mother in a grocery store. It can be one of the toughest places for any mom with kids... especially when the child has challenges such as autism.”

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<sup>1</sup> The TVC achieved 7.6 million views as an *auto-play featured video* on themighty.com Facebook site by 2 August 2016. As at 8 August, the TVC has an additional 2.9 million views and more than 14,000 likes as a *non-featured video* on this site.



[Early Connections](#) is an alliance of five Early Childhood Intervention Services from Taree to Coffs Harbour, funded to roll out an awareness campaign encouraging greater inclusion of families who have a child with a disability.

“One in five Australians have a disability and global research is clear that inclusion fosters social well-being as well as economic advantages. It is the way society is organised that causes disability rather than the person’s impairment or difference,” said Jennie Fenton, parent, carer and founder of social inclusion project Bello Belonging, “We want all families to be socialised, not marginalised,” Jennie said.

An intense three-month [advertising campaign on commercial television networks](#), in newspaper and outdoor media as well as business and community education and online activity around #acceptdifference are part of the initiative.

**Interviews with key spokespeople as well as families with disability are available:**

**Nancy Sposato, Campaign Director**

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Accept Difference is initiated by Early Connections  
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