

MINTZ+HOKE

Society looks at those with intellectual and developmental disabilities in a different, lesser-than way. Fortunately, for many, they don't look at themselves that way. They refuse to say they can't.

We used real people with intellectual and developmental disabilities (IDD) for this video, doing the incredible things they actually do. To see the joy in their eyes and hear the pride in their voices was a powerful thing. Then to share their stories with the IDD community and see the reaction of their peers made this pro-bono project well worth the effort. The video and landing page continue to inspire others who refuse to be discouraged or limited by "what they can't" do, and help them to celebrate what they can.