

October 15, 2010

FADE TO BLACK – DINE IN THE DARK

On Friday October 15, Guide Dogs NT invites business and corporate leaders from Darwin to celebrate World Sight Day with the very first **Fade to Black** luncheon at the Holiday Inn Darwin.

Upon arrival guests will be blindfolded and then dine in the dark to experience firsthand how people living with a vision impairment take part in activities that sighted people may take for granted.

Guide Dogs SA.NT CEO, Kate Thiele said World Sight Day is a fantastic opportunity to raise awareness of the access needs of people living with vision impairment.

“Around half a million Australians live with some form of vision loss, with 75 per cent being avoidable and treatable. It’s important to remember that the key to early detection is regular eye tests,” said Ms Thiele.

Guide Dogs NT staff will offer influential business leaders the sensory experience by leading them blindfolded to the Poolside Bar where guests will then swap blindfolds for glasses that simulate a vision impairment.

“During entrée guests will wear their glasses and our vision services staff will help them prepare for what it would be like dining with a vision impairment by demonstrating some helpful techniques.

“Following entrée, blindfolds will be redistributed for the main course as guests will be put to the test when the room Fades to Black and guests dine in the dark.

“Hopefully following this experience, the guests will have greater empathy and understanding for those living with a vision impairment. We are also encouraging guests to contemplate these access issues within their forward planning and product development,” said Ms Thiele.

Note to Media – McClusky & Co Public Relations is happy to assist in organising photo/vision opportunities.

What: Fade to Black Luncheon – World Sight Day

Where: Holiday Inn Darwin - 122 The Esplanade, Darwin

When: Friday, October 15, 2010

Time: 12:30am – 2:00pm

Ends

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