

October 15, 2010

INTERNATIONAL WHITE CANE DAY - TACKLING THE CITY IN THE DARK

On Friday October 15, Guide Dogs SA.NT will celebrate International White Cane Day with a morning of activities to raise awareness of the access needs of people living with a vision impairment.

From 11:00am at the Adelaide University Campus, Guide Dogs SA.NT instructors, employees and volunteers will guide willing participants blindfolded through a maze of everyday obstacles with a white cane.

Guide Dogs SA.NT CEO Kate Thiele, said International White Cane Day is a fantastic opportunity to educate the community on how people living with a vision impairment can safely and independently navigate their way around the city.

"There is no doubt that vision loss can make many of life's simple tasks more difficult, such as shopping, cooking, travel, study or work.

"But the White Cane Challenge demonstrates how these challenges can be overcome with the assistance and support of mobility services at Guide Dogs SA.NT," said Ms Thiele.

Guide Dogs SA.NT also continues to inform the wider public on how to assist a person they may come across who is living with a vision impairment.

"It's important to keep in mind that sighted people can help by reading signs within shops and at bus stops for the vision impaired, keeping footpaths clear from obstacles and cutting overhanging branches," said Ms Thiele.

Guide Dogs SA.NT's team of experienced staff design individual programs for adults and children with vision loss to suit their lifestyle and goals.

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

What: International White Cane Day

Where: Adelaide University Campus, where Pulteney Street meets North Terrace

When: Friday, October 15, 2010

Time: 11:00am . 2:00pm . The White Cane Challenge

ENDS

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