



FOR IMMEDIATE RELEASE

Contact: Koula Callas
216.658.4575
kcallas@clevelandsightcenter.org

4th Annual White Cane Walk to Reinforce Driver's Ed for Drivers of All Ages

Cleveland Sight Center Event to Raise Awareness and Funds Saturday, May 30th at Crocker Park

CLEVELAND, OH – May 5, 2009 – Cleveland Sight Center is pleased to announce its 4th Annual White Cane Walk to be held from 9 a.m. to Noon on Saturday, May 30th at Crocker Park in Westlake. This fundraiser will provide much-needed resources to help deliver services to people of all ages in our community who are blind or visually impaired, and will increase awareness of the Ohio White Cane Law. An excerpt from this law appears below:

Ohio White Cane Law - 4511.47 Right-of-way of blind person.

“The driver of every vehicle shall yield the right-of-way to every blind pedestrian guided by a guide dog, or carrying a cane which is predominantly white or metallic in color, with or without a red tip.”

Despite efforts to educate drivers, many do not realize that they must yield the right-of-way to blind pedestrians on any public thoroughfare. Cleveland Sight Center is hopeful that increased awareness will help to save lives.

WDOK's Trapper Jack, who uses a white cane due to his vision loss, will be Master of Ceremonies for the event. Participant check-in will be at the Cleveland Sight Center tent next to Trader Joe's. After brief instruction on sighted guide techniques and how to use a white cane, blindfolded participants will navigate a designated route past shops and restaurants with the assistance of a sighted guide partner. They will then switch roles and return to the starting point. Training and walking will be ongoing, so anyone arriving up to 11:30 a.m. can still participate.

The walker registration fee is \$15 and may be submitted in person at the event or in advance by visiting whitecane.walk.kintera.org (or visitors to the website can sponsor other walkers or make a general donation to support the White Cane Walk). Prizes will be awarded to the top three individual fundraisers. This year a special student/community service group registration fee of only \$5 is also available.

Free glaucoma and vision screenings will be offered, along with numerous activities to help educate the public about the capabilities of people who are blind or visually impaired. A fan favorite making an encore appearance at this year's event will be the Cleveland Scrappers, a local team that is part of the National Beep Baseball Association (NBBA). Beep baseball is an adaptive version of traditional baseball for individuals with vision loss, and even has its own World Series.

Representatives from other organizations including the Veterans Administration, the Rehabilitation Services Commission, Prevent Blindness Ohio, the Library for the Blind and Physically Handicapped and Guiding Eyes for the Blind (guide dog puppy raisers) will also be there to provide information regarding vision-related services. The White Cane Walk is a great learning opportunity for all ages!

About Cleveland Sight Center

Cleveland Sight Center, a nonprofit 501(c)(3) agency founded in 1906, provides people of all ages who are blind or visually impaired with educational, rehabilitative, preventative and many other vision support services. These services also include recreational activities, such as sailing, golf, tandem cycling, crafts and more, and a camp, Highbrook Lodge, in Chardon where campers of all ages can enjoy summer fun. Cleveland Sight Center is a CARF-accredited vision rehabilitation facility and depends on the generous support of corporations, foundations and individuals to provide life-changing services to individuals and families impacted by sight loss.

For more information visit clevelandsightcenter.org, or call 216.791.8118.

###