

White Cane Walk



2020 Digital Toolkit

Help us spread the word about our 15th Annual White Cane Walk on Saturday, August 8! This toolkit is designed for you to be able to copy and paste text directly into your own social media platforms, emails, texts - or whatever platform you use to connect with your networks! With this year's unique circumstances, ***we need your help now more than ever.***

If you are registered to walk, donated, are a team captain or simply want to share the event information - feel free to use any of the content below and make sure to tag Cleveland Sight Center on Facebook, Twitter, LinkedIn and Instagram and use the the hashtag #WhiteCaneWalkCleveland.

Sample social media posts:

- Cleveland Sight Center (CSC) is excited to announce that the White Cane Walk, scheduled for August 8 is going virtual! White Cane Walk is CSC's annual fundraiser that supports life-changing programs and services for people who are blind or visually impaired. The virtual experience is a new opportunity for all to come together, without boundaries or travel restrictions, to share their support and celebrate the blind and low vision community. Learn more: Whitecanewalk.org #WhiteCaneWalkCleveland
- Help support Cleveland Sight Center's 15th Annual White Cane Walk! While this year poses unique challenges to being together physically, we all still walk for the same reason - to empower people with vision loss to realize their full potential. Participants can show their support by walking virtually, donating or starting their own fundraising team. Learn more: Whitecanewalk.org #WhiteCaneWalkCleveland
- No blindness or low vision experience is the same. Every client at Cleveland Sight Center (CSC) has a different story and a unique journey on their own path to independence. At this year's White Cane Walk we will celebrate all of CSC's clients and the unique barriers the blind and low vision community have overcome. Please walk with us virtually, donate to the cause or start your own fundraising team to help continue to empower clients to realize their full potential. Learn more: Whitecanewalk.org #WhiteCaneWalkCleveland

Sample Images:

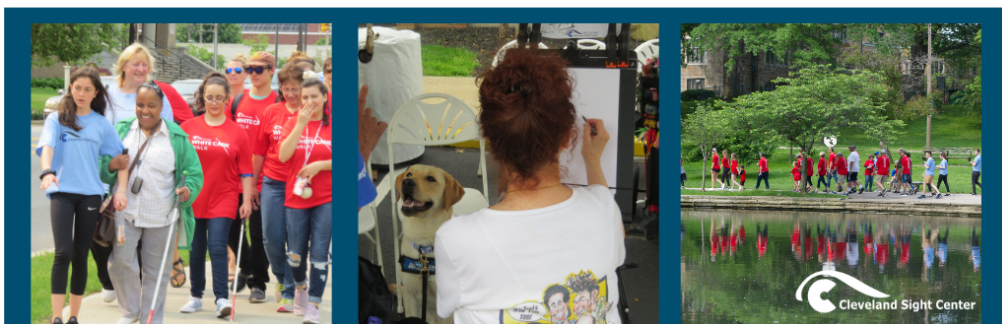


WALK WITH US

August 8, 2020
whitecanewalk.org

WHITE CANE WALK

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Sample Images Continued:



WHITE CANE WALK

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You can also access and download the photos here: <https://bit.ly/3fqhMYA>

Thank you again for all of your support! If you have any questions please feel free to reach out to Megan Sigler, Marketing and Events Specialist at 216-658-4568 or msigler@clevelandsightcenter.org

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