



PRESS RELEASE

10AM BST 27/07/2018

From: **SpecialEffect** (Oxfordshire-based disability charity)

Begins:

Industry unites again for One Special Day

Gamer's charity SpecialEffect are inviting the games industry to join the likes of SEGA, Seriously, Rovio, Codemasters, and other major companies in supporting their third One Special Day fundraiser on Friday 28 September 2018 to help people with physical disabilities enjoy the fun and inclusivity of video games.

Their annual flagship industry fundraising event raised £446K in 2017 and the charity is hoping to raise £500,000 this year. Already many new partners, including Miniclip, Outfit 7, Splash Damage and Lockwood Publishing, have pledged support.

SpecialEffect's Founder & CEO, Dr Mick Donegan, said, "One Special Day is an opportunity for the games industry to be loud and proud about helping to bring the magic of video games to people with even the most severe disabilities."

"The income will have a huge impact. It will not only fund our one-to-one work with people with disabilities, but also our research and partnership work with developers and manufacturers, making more projects like our free eye-controlled Minecraft software possible and ensuring we can have a continuing global impact on video games accessibility."

John Clark, SVP Commercial Publishing at SEGA Europe Limited added, "The team at SEGA are continually moved by the impact Dr Mick and the team has in changing people's lives. We are delighted to be part of One Special Day again and look forward to helping SpecialEffect keep on making a difference."

SpecialEffect are inviting interested companies to contact Nick Streeter at nick@specialeffect.org.uk, 01608 810055, or visit www.onespecialday.org.uk

Ends

For SpecialEffect, contact:

Nick Streeter (Fundraiser) nick@specialeffect.org.uk 07740 779278



SpecialEffect are an award-winning charity that enables people with physical disabilities to benefit from the fun, inclusion and therapy of video games. We support people of all ages through personalised assessments, equipment loans and equipment modifications.

SpecialEffect

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