



Press Release

SEPTEMBER 27TH, 2021

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

Begins:

SpecialEffect Prepares For Biggest Ever One Special Day!

One Special Day, the games industry's biggest annual day of fundraising, returns this Friday 1st October 2021 with a host of industry giants pledging to donate some or all of the revenue from selected games to support the work of gamers' charity SpecialEffect, including through SpecialEffect's first ever One Special day Steam Sale.

Charlbury, United Kingdom - September 27th 2021 - Over 75 partners from across the games industry including Supercell, SEGA, Jagex, Devolver Digital, Seriously and [many more](#) have contributed a wide variety of award-winning and critically acclaimed [games and DLC](#) across mobile and PC, as part of One Special Day sales and promotions. In a new addition for this year the first ever One Special Day Steam sale will run from Thursday 30th Sept to Monday 4th October, featuring over 60 amazing titles ranging from indie gems to heavy-hitters like No Man's Sky and Two Point Hospital.

Many other partners have generously arranged their own fundraising [events and initiatives](#) to support One Special Day, ranging from accessible game jams, to industry livestreams and even a charity football match between Rare and Playground Games at St George's Park!

Since its inception in 2016, One Special Day has been supported by developers and gamers from all over the world and in total has raised over \$1.5M. These vital funds enable SpecialEffect to help disabled gamers from the UK and around the world through personalised assistance, developer support and ground-breaking accessible gaming initiatives such as EyeMine and Eye Gaze Games.

"We're so very grateful to all our games industry partners who have come together to help us celebrate this sixth One Special Day," said Dr Mick Donegan, SpecialEffect CEO and Founder "The event sends out a powerful message by uniting the worldwide games industry and their fantastic communities behind the cause of making games more accessible for all. The funds and awareness raised on October 1st will play a huge role in enabling SpecialEffect to help even more people in the coming year and I'd like to take this opportunity to thank everyone involved for their generosity and support."

Tim Woodley, the Head of Publishing at Hello Games, Chair of Ukie and SpecialEffect Vice

President, said, "SpecialEffect are a force for good in the video games world and a positive inspiration for all of us as they help people with disabilities find solace and enjoyment in video games. This year's One Special Day is set to be the most important ever and it's so great to see the industry getting behind this life changing work."

For further information about One Special Day and details of how to get involved, visit www.onespecialday.org.uk

Contact:

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

SpecialEffect

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