



Press Release

1 OCTOBER 2021

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

Begins:

SpecialEffect Invite Gamers to Buy, Play and Donate on One Special Day

Today, some of the biggest names in the global games industry are uniting behind SpecialEffect, the gamers' charity, for their annual One Special Day flagship fundraising campaign, including, for the first time this year, via SpecialEffect's One Special Day Steam sale.

At the heart of the campaign is the opportunity for gamers to raise money for the charity by purchasing qualifying titles and DLC from renowned partner companies that include the likes of Hello Games, SEGA, Devolver Digital and Supercell, who will donate some or all of the resulting revenue from the day.

An exciting collection of critically acclaimed games, including No Man's Sky, Slime Rancher, Two Point Hospital, Cloudpunk, Human Fall Flat and the Broken Sword series are available through the One Special Day Steam Promotion at <https://bit.ly/OSDSteam>, as well as big-hitting mobile titles like Best Fiends, Clash of Clans and Angry Birds 2' through the Mobile Promotion at <https://bit.ly/OSDmobile>

A range of other supporting activities and studio events will also contribute to the fundraising total. These include One Special Game fan poster sales, the One Special Football Rematch between Rare and Playground Games, sales from merchandise at <https://bit.ly/OSDmerch>, and a One Button Game Jam from Sumo Digital at <https://bit.ly/OSDgamejam>

The support of over 80 partners (<https://bit.ly/OSDpartners>) – and their communities – is vital in helping the thousands of disabled people every year who ask for the charity's assistance. SpecialEffect's teams of therapists and technical specialists provide assessments and customised technology loans to help bring joy into the lives of people with disabilities. In turn, the charity passes on what they learn to help hardware and software developers make their products and games easier to use for as many people as possible all over the world, as well as creating their own ground-breaking accessible gaming projects such as EyeMine (<https://bit.ly/39NHJ3u>) and Eye Gaze Games (<https://bit.ly/2WI3Meu>).

Dr Mick Donegan, Founder and CEO of SpecialEffect, is overwhelmed by the support for One Special Day from the games industry: 'One Special Day is such an important fundraising

event for SpecialEffect, particularly with the ever-increasing demand for our services. The support the event receives from the games industry is absolutely vital in making sure we can continue to reach every disabled person that needs our help. The backing we receive from the games industry and their gaming communities is the cornerstone of our fundraising and, without it, we simply couldn't continue our work of bringing a better quality of life to so many people across the world.'

One Special Day will be clearly visible today across mobile apps, Steam and social media. Companies participating will relay the One Special Day message to its players – 'Buy, Play, Donate' - and proudly declare themselves part of the games industry's largest charitable endeavour of the calendar year.

Find out more about One Special Day at www.onespecialday.org.uk

Ends

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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