

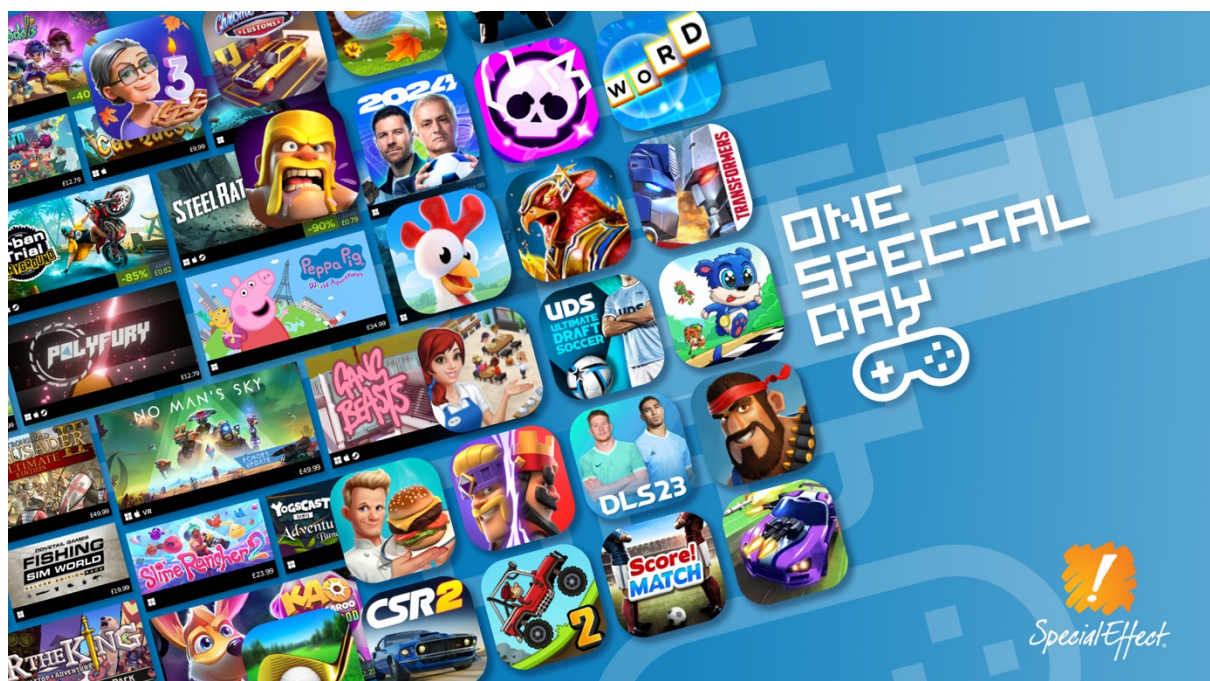
## Press Release

EMBARGOED UNTIL 08:00 GMT 06/10/2023

From: **SpecialEffect** (UK-based gaming and disability charity)

Begins:

# Industry unites with SpecialEffect on 7<sup>th</sup> One Special Day to help disabled gamers



Gamers' charity SpecialEffect are today inviting gamers to buy and play selected games from some of the biggest names from the industry as part of their annual [One Special Day](#) flagship fundraising campaign.

Gamers have the opportunity to raise vital funds for the charity by purchasing qualifying titles and DLC from the One Special Day industry partners, who will donate a percentage of the resulting revenue from the One Special Day Steam Promotion on 5-8 October (<https://bit.ly/OSD-Steam-Sale>), and the Mobile Promotion on 6 October (<https://bit.ly/OSD-Mobile>).

A range of other supporting activities and studio events have already contributed over £100k of donations to the campaign and more will take place on One Special Day itself. These include pub quizzes, a football tournament, abseils, virtual challenge events, a One Button Game Jam, and sales from merchandise.

The support of over 90 partners – and their communities – will help 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 pass 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.

Dr Mick Donegan, Founder and CEO of SpecialEffect, said: 'We are seeing an ever-increasing demand for our services, which are all provided without charge. 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. Without One Special Day we simply couldn't bring a better quality of life to so many people across the world, and we'd like to say a heartfelt thank you to everyone involved in One Special Day – industry, gamers and donors.'

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 one of the games industry's largest charitable endeavours of the calendar year.

Find out more about One Special Day at [www.onespecialday.org.uk](http://www.onespecialday.org.uk)

*Ends*

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**One Special Day Games Selection Key Art:**

<https://bit.ly/3Q5AEBg>

**One Special Day Generic Key Art and Logo:**

<https://onespecialday.org.uk/media/>

**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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