



# Press Release

14.00 BST 28/11/2023

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

*Begins:*

## **One Special Day: Games industry raise £500k for SpecialEffect**

**Over 90 games industry partners united to raise over £500,000 for gamers' charity SpecialEffect through their flagship One Special Day campaign in October.**

The charity is indebted to the many games industry companies from across the world who came together to support their life-changing work. Donations from the event on the weekend of 6-8 October derived from sales income of mobile and PC games plus a variety of innovative company-driven fundraising challenges.

The funds raised from One Special Day will be a huge boost in the charity's mission to enrich inclusion and quality of life by helping people with physical disabilities to play video games to the best of their abilities.

Dr Mick Donegan, SpecialEffect's CEO and Founder, said "We're simply blown away by such an astonishing level of support from our friends in the games industry and community, especially at such a difficult time for many companies. Demand for our support continues to grow, and this amazing total will be a cornerstone in enabling us to bring the magic of gaming to thousands of people with physical disabilities, and to help developers all over the world to make their games more accessible to all."

More information about One Special Day can be found at [www.onespecialday.org.uk](http://www.onespecialday.org.uk). If you would like more details about the 2024 campaign on Friday 4 October please contact Nick Streeter ([nick@specialeffect.org.uk](mailto:nick@specialeffect.org.uk)) or Liam Lawler ([liam@specialeffect.org.uk](mailto:liam@specialeffect.org.uk)).



*Ends*

**Contact:**

Nick Streeter: [nick@specialeffect.org.uk](mailto:nick@specialeffect.org.uk)

Liam Lawler: [liam@specialeffect.org.uk](mailto:liam@specialeffect.org.uk)

**Thank You Image (above) in three sizes:**

<https://bit.ly/46vCfFt>

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

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



**About SpecialEffect**

SpecialEffect is an award-winning UK charity helping to improve the lives of disabled people across the globe through the innovative use of technology. At the core of this mission is providing greater inclusion through the opportunity to play video games to the best of their abilities.

**SpecialEffect**

SpecialEffect, Units 9-12, Southill Business Park, Cornbury Park, Charlbury, Oxfordshire, OX7 3EW

Office: 01608 810055  
[info@specialeffect.org.uk](mailto:info@specialeffect.org.uk)  
[www.specialeffect.org.uk](http://www.specialeffect.org.uk)

Twitter: [@specialeffect](https://twitter.com/specialeffect) Facebook: [specialeffectcharity](https://facebook.com/specialeffectcharity) Instagram: [specialeffectteam](https://instagram.com/specialeffectteam)  
LinkedIn: [specialeffect](https://linkedin.com/company/specialeffect)

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