



## Press Release

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

10/09/24

*Begins:*

# SpecialEffect's Biggest Ever One Special Day Steam Sale To Run From 16-22 September

**Sept 10th, 2024 - Subnautica, Vampire Survivors and No Man's Sky among 80+ titles taking part in sale to raise money for charity.**

Gamers' charity SpecialEffect are inviting gamers to buy and play a selection of discounted games from some of the biggest names in the industry as part of their One Special Day Steam Sale running from 16-22nd September. Money raised from the sale will support the charity's work helping physically disabled people to enjoy video games.

A key element of SpecialEffect's flagship annual One Special Day flagship fundraising campaign, the sale contains over 80 titles, including *Subnautica*, *Subnautica: Below Zero*, *Gang Beasts*, *No Man's Sky*, *Vampire Survivors*, *Bluey: The Video Game* and *Kingdom Rush Vengeance*. Gamers have the opportunity to raise vital funds for the charity by buying games from over 30 participating One Special Day industry partners, who will donate a percentage of the resulting revenue to support the charity's work helping physically disabled people to enjoy the magic of video games.

The sale is the opening element of the 2024 One Special Day campaign that's centered around Friday 4 October, when partners from around the world will be donating all or part of their games-related sales revenue for that day to help the charity. This includes a mobile games promotion that runs during One Special Day itself.

A range of other supporting activities and studio events have already contributed over £50k of donations to the campaign and more will take place on and around One Special Day itself. These include auctions, game sales, quizzes, golf days and running challenges from companies including Rocksteady, NDreams, EA, Barclays and Skillsearch. Many creators will also be engaging with One Special Day through a 'Showcase for OSD' streaming event to support the Steam initiative.

With demand for the charity's services continuing to rise, SpecialEffect's Founder and CEO Mick Donegan explains the significance of the event:

"I cannot overemphasise the importance of One Special Day in enabling our work to bring the joy of video games to physically disabled people across the world. Our team is facing an ever-increasing demand for all of our services - accessibility advice, assessments, the expansion and localisation of resources such as [gameaccess.info](#), our [DevKit](#) and our [Eye Gaze Games](#) website - and the generous support of the games industry in securing the future of these life-transforming, free to access initiatives is hugely appreciated. Despite the current economic challenges, we're looking forward to celebrating One Special Day in the company of a truly amazing and supportive industry."

The father of one of our beneficiaries summed up the importance of ongoing support for the charity:

“The SpecialEffect team visited our disabled 21 year-old son, Liam, to help him play games virtually independently for the very first time; to have been there to see the look of joy on Liam’s face is to know why all at SpecialEffect and anyone out there who contributes their efforts and or money for the charity are simply awesome.”

Since its inception in 2016, One Special Day has raised over \$2.5M towards the work of SpecialEffect to help people with disabilities in the UK and all over the world.

Find out more about One Special Day at: <http://www.onespecialday.org.uk>

*Ends*

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**Steam Sale Key Art**

[Download here](#)



**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. 2022 is their 15th anniversary year.

**SpecialEffect**

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