



Press Release

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

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Begins:

SpecialEffect's flagship One Special Day mobile promotion lands on Friday 4 October

October 3rd, 2024 - Gamers' charity SpecialEffect are inviting gamers to buy and play selected mobile games including Subway Surfers, Hay Day, Golf Clash and Dream League Soccer from some of the biggest names from the industry on Friday 4 October as part of their annual One Special Day flagship fundraising campaign.

Gamers can raise vital funds for the charity by purchasing qualifying titles and DLC from One Special Day industry partners including Sybo, Supercell and Rovio, who will donate a percentage of the resulting UK revenue.

A list of games in the mobile promotion can be found here: <https://bit.ly/3TT9bUL>

The support of the 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 the event – industry, gamers and donors.'

This year's One Special Day this year has already featured an extensive Steam Sale with over 90 titles and an Ongoing Humble Bundle promotion (<https://bit.ly/3NaBiuR>) of Adult Swim games. A range of other supporting activities and studio events have also contributed over £100k of fundraising to the campaign to date. These include auctions, game sales, quizzes, golf days, football matches and challenge events from companies including Rocksteady, nDreams, EA, Lucid Games, Barclays and Skillsearch.

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

Ends

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Mobile Promotion Key Art
<https://bit.ly/4h0UjxE>



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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