



Press Release

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

Today: SpecialEffect's One Special Day fundraiser features mobile promotion and inaugural cross-London Walk

October 3rd, 2025 - Gamers' charity SpecialEffect are inviting gamers to buy and play selected mobile games from some of the biggest names from the industry on Friday 3 October as part of their annual [One Special Day](#) fundraising campaign. Titles include Subway Surfers, Hay Day, Golf Clash, 8 Ball Pool and Angry Birds 2.

Gamers can raise vital funds for the charity by purchasing and playing games from One Special Day industry partners including Supercell, Rovio, SYBO, First Touch Games, Playdemic, Miniclip, Outplay, MAG Interactive, Exient, New Star Games, Fingersoft and Supersolid.

A list of games in the mobile promotion can be found here: <https://bit.ly/4gMyn9C>

In addition, games industry partners such as Electronic Arts are supporting the charity's inaugural [One Special Walk](#), a 16-mile fundraising walk in London that stretches from the Olympic Park to Wembley Stadium. Over 350 walkers have signed up for the event, which takes place alongside One Special Day on Friday 3 October and features a number of en-route activations from the gaming industry. The walk is on course to raise £100,000.

The support of the all the One Special Day 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, all of which are 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 [a current charity bundle from Green Man Gaming](#) that runs until 15 October. A range of other supporting activities and studio events will also be taking place, with the charity hoping to raise in excess of £500K through this ninth edition of their flagship campaign.

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

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Mobile Promotion Key Art

<https://bit.ly/4gT7n8H>



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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