

# NEWS RELEASE

2<sup>nd</sup> September 2005

For immediate release

## **CHILDREN ACROSS THE UK TAKE A SIGHT TEST WITH A DIFFERENCE!**

Schools and Youth groups now have the chance to take part in Action for Blind People's fun and educational 'Insight Challenge.' Children aged 5-12 years will be given the opportunity to complete a series of exciting sight related tasks and challenges. It will give them an insight into what it would be like to be visually impaired, whilst at the same time raising money to support blind and partially sighted people across the UK.

As part of the challenge the children can write a poem about what they think it would be like to be blind and can enter into Action's national poetry competition. The poems will be judged by the famous Tilli Twins, who starred in the kids favourite Saturday morning show 'The Ministry of Mayhem'. The lucky winner receives a gift pack including 'Destination London', the best selling board game of Christmas 2004 plus a selection of books.

Natalie Elais, Insight Challenge Co-ordinator at Action for Blind People, says: 'Schools and Youth groups will receive a free high quality resource pack based on the National Curriculum; including a Braille translator, an interactive sight quiz, simulation spectacles, posters and fundraising tips. The children will learn how visually impaired people can overcome the challenges they often face on a daily basis. The School or Youth group will also benefit by having the choice to keep half of all the money they raise.'

14 - 16 Verney Road London SE16 3DZ Tel 020 7635 4800 Fax 020 7635 4899

Website [www.afbp.org](http://www.afbp.org)

Patron HRH Princess Alexandra, the Hon. Lady Ogilvy, GCVO

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Action for Blind People is dedicated to providing a service to over 20,000 blind and partially sighted people across the UK every year, to enable them to transform their lives through work, housing, leisure and support. Funding is vital to keep all of Action's services running.

Tilli Twins, Jess and Laura, said: 'We think the challenge is a fantastic way for children to gain an understanding of what it would be like to have a disability. It is also great to be involved in a project that not only educates the youth of today, but also helps make a difference to the lives of visually impaired people across the country.'

For further information about the 'Insight Challenge' or to request your free pack, please contact Natalie Elais on 020 7635 4888 or email [events@afbp.org](mailto:events@afbp.org)

**Ends**

**For further information please contact Debbie Flatley, Press Office on 020 7635 4921 or [debbie\\_f@afbp.org](mailto:debbie_f@afbp.org)**

## Notes for Editors

- 1) Action works to inspire change and create opportunities to enable blind and partially sighted people to have equal voice and equal choice and to live a full and valuable life. For further information visit [www.actionforblindpeople.org.uk](http://www.actionforblindpeople.org.uk) or contact our free phone national helpline 0800 915 4666.
- 2) If you would like to make a donation to Action for Blind People please contact our support services team on 020 7635 4919 or donate online at [www.actionforblindpeople.org.uk](http://www.actionforblindpeople.org.uk)

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- 3) If you have a visually impaired child in your school and would like to find out more about classroom activities please call us on 020 7635 4932.