

# NEWS RELEASE

Embargoed: 13<sup>th</sup> October 2005

## CELEBRITIES HAVE A BLINDING EXPERIENCE

National visual impairment charity Action for Blind People will be driving 'Call me Charlie' Lord Charles Bocket and other celebrities to the limit by challenging them to race a double decker bus blindfolded. In aid of World Sight Day the team of stars will compete against a team of blind people.

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### PHOTO OPPORTUNITY

**Where:** Arena-Essex Raceway, Thurrock, Essex

**When:** Thursday 13<sup>th</sup> October 2005, from 10am to 12pm

**What:** Action for Blind People's VIP vs VIP (Very Important People vs Visually Impaired People) Double Decker Challenge, celebrating World Sight Day

**Who:** Lord Charles Bocket (I'm a celebrity...get me out of here!, presenter on Top 10 cars and ITV's Bad Lad's Army), Amanda Stretton (Motor racer and Channel 5's Dream Machine presenter), Neil Cole (XFM DJ), Steven Walpole (Celebrity Chef featuring on new ITV series 'Transformed'), Billy Baxter (Blind Land Speed World Record Holder on a motorbike), Mike Newman (Blind Land Speed World Record Holder in a car)

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'Every 5 seconds one person in our world goes blind and a child goes blind every minute.'<sup>1</sup>

<sup>1</sup> Vision 2020, The Right to Sight [www.vision2020.org](http://www.vision2020.org)

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World Sight Day focuses on the issues of global blindness and Action for Blind People are committed to supporting this special day. The double decker experience will give a brief insight into the challenges faced by visually impaired people and explore how these challenges can be overcome.

Lord Charles Brocket says: 'The statistic on global blindness is shocking and I fully support Action for Blind People in raising awareness of the problems of blindness which is a world-wide issue. I know I'm into my racing but I can't say I have ever raced in a double decker bus blindfolded! It's going to be a worthwhile challenge and one I look forward to.'

Action for Blind People enable over 20,000 visually impaired people, across the UK every year, overcome challenges by supporting them through work, housing, leisure and support.

Stephen Remington, Chief Executive at Action for Blind People, said: 'Thank you to everyone who has been able to make this fun event happen. World Sight Day is supported by organisations around the world who are all working in partnership to eliminate avoidable blindness by the year 2020. It is very important for Action for Blind People to help raise awareness of the issues of international blindness.'

**Ends**

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## 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) World Sight Day is coordinated by the International Agency for the prevention of Blindness as part of the Vision 2020: Right to Sight Campaign. For further information on World Sight Day visit [www.v2020.org/world\\_sight\\_day/index.asp](http://www.v2020.org/world_sight_day/index.asp)