



FOR IMMEDIATE RELEASE

**CELEBRATE NATIONAL “WHITE CANE DAY”
WITH UBER AND MIAMI LIGHTHOUSE FOR THE BLIND**
Walk will commemorate 85 years of service to the blind and visually impaired

Miami, Fla. —October 12, 2016 —Join elected officials and community leaders as Miami Lighthouse for the Blind celebrates 85 years of service to the blind and visually impaired community on **National White Cane Day in Miami on Friday, October 14th**. Starting at 8:30 a.m. an estimated 200 people of all ages, escorted by City of Miami Police and Fire Departments, will walk from Miami Lighthouse, at 601 S.W. 8th Ave., down 8th Street and back, where the celebration will continue with food and music featuring Miami Lighthouse Music Program musicians, featured speakers and special presentations.

This year Uber and Miami Lighthouse will launch a partnership aimed at expanding mobility options for blind and visually impaired riders and will also help raise awareness of the White Cane Laws by reinforcing best practices to South Florida driver-partners. Other highlights of this year’s celebration, emceed by Ron Magill, Goodwill Ambassador at Zoo Miami, include Grand Marshal Billy the Marlin and presentations by Penny Shaffer, Market President at Florida Blue, Denise Valkema of Miami National Federation of the Blind and Paul Edwards of the Florida Council of the Blind. “For individuals who are blind or have significant vision impairment, White Cane Day is considered to be ‘Independence Day’. It is symbolized by the white cane that enables blind people to negotiate obstacles and travel safely,” said Virginia A. Jacko, President & CEO of the Miami Lighthouse.

Participating sponsors include Florida Blue, Uber, Vanda Pharmaceuticals, Lions for the Blind, Spine Solutions, OrCam, Law Office of Benedict P. Kuehne, P.A., Walgreens Store #2544, and lunch sponsored by Burger King Store #12778. The White Cane Day walk has an \$8.50 suggested contribution for the visually impaired and \$20 contribution for all other participants. Proceeds benefit services and programs provided by Miami Lighthouse to blind and visually impaired individuals. **Media is invited to attend White Cane Day and is advised to arrive by 9:00 a.m.**

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It's Possible to See Without Sight™