



**MIAMI LIGHTHOUSE'S WHITE CANE DAY EVENT ON OCTOBER 16 TO  
RAISE AWARENESS ABOUT WHITE CANE SAFETY**

**WHAT:** 2023 Miami White Cane Day Walk and Ceremony

**WHEN:** Monday, October 16, 2023, beginning at 8:30 a.m.

**WHERE:** Miami Lighthouse for the Blind and Visually Impaired  
601 Southwest 8<sup>th</sup> Avenue  
Miami, Florida 33130

**DETAILS:** We invite you to celebrate nearly 95 years of providing hope, confidence, and independence to the blind and visually impaired as we celebrate National White Cane Day on Monday, October 16th, starting at 8:30 am.

Over 150 blind and visually impaired program participants will raise awareness about White Cane Safety Laws, escorted by the City of Miami Fire and Police Departments, and led by Grand Marshals, Miami-Dade County Commissioners Eileen Higgins and Micky Steinberg, Miami-Dade School Board Member Lucia Baez-Geller, volunteer Albert Gocsman, the Miami Jackson Senior High Color Guard, and Billy the Marlin walking from Miami Lighthouse, down SW 8th Street and back.

White Cane Day is a national day of observance, established by President Lyndon Johnson in 1964. The day is set aside to celebrate the many achievements of the blind and visually impaired, and their important symbol of independence, the white cane.

“Raising awareness about White Cane Safety Laws is the reason President Johnson established White Cane Day and it is fitting that Uber has partnered with us today to spread the word to their many drivers around the world about the importance of White Cane safety,” said Virginia Jacko, President and CEO of Miami Lighthouse. Today, Miami Lighthouse released its *Vision Insights* podcast featuring Uber and an intimate talk about ridesharing for the blind. The podcast can be accessed by visiting:  
<https://www.miamilighthouse.org/Podcast.asp>.

The event will be emceed by Gisella Aboumrad, Award Winning Actress and Writer, and the celebration will continue with lunch sponsored by McDonald's and featured entertainment by our nationally recognized Miami Lighthouse Music Program. There will be a raffle with prizes, giveaways, and much more. Event sponsors include Uber, Verizon, Tracfone, Tropical Financial Credit Union, 305 Hive, Vispero, Keiser University, Mattingly Low Vision, Ambutech, and others.

For more information about Miami Lighthouse and its annual White Cane Day event, contact Cameron Sisser at [cssisser@miamilighthouse.org](mailto:cssisser@miamilighthouse.org) or 786-362-7515.