



Lions Clubs World Sight Day

STEP INTO THE UNKNOWN

If you are reading this, you are unlikely to know what it is like to put one foot in front of the other without knowing what you are going to bump into. Unlikely to know what it is to endure a life where every pace is a step into the unknown.

At precisely noon on Thursday 8th October, World Sight Day, we want you to take that step with us and, at the same time, our organisation will take our own step into the unknown by planning an event that occurs simultaneously across the British Isles.

Over 950 clubs throughout the islands are being asked to coordinate the largest blindfolded walk on record, with club members, civic leaders and local dignitaries all setting off on a 300 metre walk at the same time.

We are asking you to be part of our step into the unknown by taking 300 of your own.

With over 1.3 million members in 46,000 clubs in 205 countries, Lions Club International has a long, proud, history of supporting the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world. In 1925 Helen Keller challenged Lions to be Knights of the blind in the crusade against darkness and, in 1931, Lions Clubs International began a program promoting the use of white canes for people who are blind.

Occurring in the middle of Lions Awareness Week, this is also your chance to highlight the work your Club does and recruit more members. You could also use the opportunity to raise funds on the walk, but don't forget your street collection licence.

The key messages of the campaign are:

- Lions Clubs lead the campaign against preventable blindness
- World Sight Day is an annual event sponsored by Lions Clubs International
- The Lions Clubs International Foundation has spent over 250 million in successful SightFirst campaigns
- Lions introduced the white stick as long ago as 1931
- Lions Clubs are groups of men and women that identify needs within the community and work together to fulfil those needs
- By joining your Club you can enjoy the experience of continuing our work

In order to gauge the success of our campaign we obviously need to assess the numbers involved accurately, Initially, please let MDHQ in Birmingham know if you are going to take part by [emailing MDHQ](#).


Poster & press release available online.

-  [Lions Clubs Awareness Week Example Sight Poster \(326kb\)](#)

Lions Clubs Awareness Week Example Sight Poster

-  [For those of you who can not edit a PDF MDHQ are on hand to place your details in the poster and then email it straight to you. \(310kb\)](#)

Lions Clubs Awareness Week Sight Poster

-  [The Word document includes the Press Release that can be used by all Clubs to promote their event locally. \(42kb\)](#)

Lions Awareness Week - Step into the unknown

Useful Links

- [Leo Clubs](#)
- [Lions Clubs International Foundation](#)
- [Lions Clubs International](#)
- [Lioness Clubs](#)