**Press release**

**[Insert date]**

**[Insert fundraiser name] get together for the Guide Dogs Appeal to support people living with sight loss**

[Insert fundraiser name] is supporting this year’s Guide Dogs Appeal with a [insert activity] this October.

For this year’s Appeal, supporters have been challenged to get people of all generations together and raise money to help tackle the loneliness and isolation caused by sight loss.

[Insert fundraiser name] will be [insert information detailing what you will be doing/when will it be happening/what your fundraising target is/inspiration for supporting the Guide Dogs Appeal].

Nearly 50% of all people with a vision impairment feel cut off from the people and places around them, while 80% of parents believe their child’s sight loss has a negative effect on their ability to make friends.

Guide Dogs offers lifelong support and services, with and without dogs, for everyone living with sight loss. Children and adults, friends and family, the charity gives people the tools and the confidence to live independently, live actively and live well.

**Pam White, National Fundraising Campaigns Manager at Guide Dogs, said***: “We really want to thank everyone for getting involved and organising something that everyone can take part in - no matter their age.*

*“With the money raised through this year’s Appeal, we can help a child born with a vision impairment to take their first steps into the world, or support a grandparent as they relearn to live a full life with sight loss.*

*“Together we can break down the barriers that keep people apart and end the loneliness and isolation caused by sight loss.*

*“If you feel like you could take on the challenge to help people with sight loss, you can visit our website to find out how you can get involved.”*

The funds raised by [Insert fundraiser name] [insert activity] will support Guide Dogs to help people with sight loss now, and in the future:

* £8 could buy a collar for a working guide dog.
* £25 could pay for a child to attend one of Guide Dog Experience Days, where they can learn all about guide dogs and how a partnership could support them in the future.
* £43 could pay for a one-to-one online session with a Family Support Specialist, providing a parent or carer with vital emotional and signposting support.
* £138 could buy a starter kit for a guide dog partnership, containing everything they need to start their new life together.
* £296 could buy a Fine Motor Skills Bundle, providing a package of toys carefully selected by our experts to help a child develop their dexterity skills.

To find out how you can get involved in the Guide Dogs Appeal and to get your free fundraising kit, visit [**guidedogs.org.uk/appeal**](https://www.guidedogs.org.uk/guide-dogs-appeal/?utm_source=newspaper&utm_medium=print&utm_campaign=GDAppeal_23&utm_content=TemplatePressRelease)

* **Ends -**

**Notes to editors**

For more information including interviews, images, case studies, please contact [**press@guidedogs.org.uk**](mailto:press@guidedogs.org.uk)

**About Guide Dogs**

Guide Dogs helps people with sight loss from the day they’re born. Every family is unique, so Guide Dogs UK support is tailored to the individual and parents can easily access information and advice over the phone or online, including Family Support and Education Support.