



NEWS RELEASE

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Put your best foot forward for Odd Socks Day!

Have you ever tried to dress yourself in the dark? Choosing a tie to match your shirt, or a blouse to match your skirt can be challenging at the best of times. Now close your eyes and imagine what life would be like if you had a vision impairment.

For people who are blind or vision impaired, every day activities such as getting dressed can be complicated and time consuming. The simple task of choosing matching socks and other clothing are just some of the many challenges faced when completing tasks that most of us simply take for granted.

In June, the Royal Society for the Blind (RSB) invites you to commit one of the biggest fashion faux pas and wear odd socks for a cause! Celebrate Odd Socks Day with us on Friday, 4 June and help raise money for South Australians who are blind or vision impaired in your community.

A state-wide initiative, you can support the RSB by purchasing RSB merchandise, making a donation, or simply wearing odd socks in your workplace, at your school or with your community group.

“Without support, blindness or vision impairment can have a severe impact on a person’s lifestyle. With the help of the RSB, people who are blind or vision impaired can overcome obstacles in their lives,” said RSB Executive Director, Andrew Daly.

All funds raised on the day will go towards the RSB Guide Dog Service, assisting people who have a vision impairment to live full and independent lives.

Each RSB Guide Dog pup costs more than \$25,000 to breed, raise and train to become an invaluable assistant and companion to a person who is blind or vision impaired.

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