



FOR IMMEDIATE RELEASE

**CELEBRATE NATIONAL “WHITE CANE DAY”
WITH FLORIDA BLUE AND MIAMI LIGHTHOUSE FOR THE BLIND**

Walk will commemorate 85 years of service to the blind and visually impaired

Miami, Fla. —October 11, 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 Florida Blue will highlight the event with a special healthcare presentation by Penny Shaffer, Market President at Florida Blue. Emceed by Ron Magill, Goodwill Ambassador at Zoo Miami, the walk will be led by Grand Marshal Billy the Marlin and consumer group advocates Denise Valkema of Miami National Federation of the Blind and Paul Edwards of the Florida Council of the Blind. The Miami Lions Club and its Foundation will also be present to help lead the way at the walk. “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., Breakfast sponsored by Walgreens Store #2544, and lunch sponsored by Burger King Store #12778. Suggested contribution for the White Cane Day Walk is \$8.50 for the visually impaired and \$20 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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