Press Release

**December 2021**

**Kickstart your year with a challenge – sight loss charities come together to launch Take on 250**

Marking the start to a new year with an exciting new challenge, (CHARITY NAME) launches virtual fundraiser, Take on 250.

Every day in the UK 250 people begin to lose their sight, and to help spread awareness, (CHARITY NAME) is collaborating with 36 other sight loss charities to invite people to Take on 250**.**

The challenge takes place from 1 January to 31 January 2022, and people can take part individually or as a team.

Participants can choose any activity, whether it be baking, knitting, running, walking, or dancing and complete 250 minutes, 250 laps, or 250 repetitions – the choice is up to the individual or team, including their fundraising target.

Funds raised for (CHARITY NAME) will (INSERT CHARITY MESSAGING).

(SPOKESPERSON QUOTE): “We’re excited to announce the launch of Take on 250 alongside our friends in the sight loss sector for 2022! The last two years have been a rollercoaster for everyone and particularly for blind and partially sighted people. So, let’s begin 2022 with a fresh start.

“If you’re up for a challenge, why not join us and Take on 250 for (CHARITY) to make a big difference to people living with sight loss in the UK.”

For more information or how to sign up to the virtual fundraiser for free, please visit: (LINK TO SIGN UP PAGE)

**Notes to editors**

Charities invited to participate in the 2022 event are all members of Visionary – a membership organisation for local sight loss charities. Participating charities include 4Sight Vision Support, Accrington & District Blind Society, Blind and Sight Impaired Society (BASIS), Bradbury Fields, Coventry Resource Centre for the Blind, Dorset Blind Association, East Cheshire Eye Society, Essex Blind Charity, Focus Birmingham, Forest Sensory Services, Forth Valley Sensory Centre, Halifax Society for the Blind, Kent Association for the Blind, Kingston Association for the Blind, Living Options Devon, My Sight Nottinghamshire, RNIB, SeeScape, Sensory Solutions/ Improving Lives Plymouth, Sight Concern Bedfordshire, Sight Cymru, Sight Support Derbyshire, Sight Support Hull & East Yorkshire, Sight Support West of England, Sightline Vision (North West) Limited, Southend in Sight, Suffolk Sight, Sunderland and County Durham Royal Society for the Blind, Support 4 Sight, Vision Support, Vision Support Barrow & District, VisionPK, Vista, Wakefield District Sight Aid, Walsall Society for the Blind, Warwickshire Vision Support and Wirral Society of the Blind and Partially Sighted.