11 March 2024

For Immediate Release

**Global Accessibility Awareness Day: Raising the Profile With 4Sight Vision Support**

West Sussex charity 4Sight Vision Support (4SVS) invites everyone to learn more about digital accessibility while celebrating Global Accessibility Awareness Day (GAAD) on Thursday 16th May. The purpose of GAAD is to get everyone talking, thinking and learning about digital access and inclusion, and the more than one billion people worldwide with disabilities/impairments.

The GAAD Foundation’s mission is “To disrupt the culture of technology and digital product development to include accessibility as a core requirement.” They demand that “Someone with a disability must be able to experience web-based services, content and other digital products with the same successful outcome as those without disabilities. This awareness and commitment to inclusion is the goal of Global Accessibility Awareness Day (GAAD), a global event that shines a light on digital access and inclusion for people with disabilities.”

4 Sight Vision Support has a dedicated Accessible Technology Specialist who supports and advises visually impaired clients on how current technology such as smartphones, computers, tablets, and smart speakers can be made more accessible. Advice can also be provided about the digital services available that can assist with day to day life. Accessible Technology is one of the best ways to help people remain independent, keep in contact, manage finances, work, shop, and much more.

To find out more about digital accessibility for you, or someone you know, call 4SVS on 01243 828555 or visit [www.4sight.org.uk](http://www.4sight.org.uk) For more details about GAAD visit <https://accessibility.day>

**END**

*Image: the image shows Dan, 4SVS’s Accessible Technology Specialist, demonstrating a tablet.*

**Notes to Editors**

It is estimated that there are over 2 million people living with sight loss in the UK, and over 36,200 people living with sight loss or low vision in West Sussex (RNIB Sight Loss Data 2023).

4Sight Vision Support is a registered charity founded in 1921. For over 100 years the team has been providing face-to-face specialist advice and support to over 2,800 people living with sight loss in West Sussex each year. 4Sight Vision Support also supports parents, carers and other family members whose lives are impacted by sight loss. It works across West Sussex and all of its services are free. Its holistic and person-centred approach ensures that a diagnosis of sight loss is not a one-way road to loss of independence and reduced health and wellbeing outcomes. It delivers outreach services in urban and rural settings, social support, emotional support and advocacy, provides daily living aids and accessible technology, transport, as well as eye health information, including preventative information to help people retain and preserve their sight. 4Sight Vision Support achieves this with a small, highly skilled and dedicated team, and with the support of around 200 volunteers.

**Further Information**

Please contact Julie Branson, Fundraising Manger [julie.branson@4sight.org.uk](mailto:julie.branson@4sight.org.uk) or 01243 828555; or Cathy Clark, Fundraising Volunteer [fundraisingvolunteer@4sight.org.uk](mailto:fundraisingvolunteer@4sight.org.uk)

**Branding guidelines:**

* Always use ‘4Sight Vision Support’ in full not ‘4SIGHT’ or ‘4 Sight’
* Charity Number: 1075447
* Use logo file attached with this document (if not suitable format, please contact the Fundraising Manager or Fundraising Volunteer.)