

# Royal Blind Week starts today

What would you miss most if you lost your sight?

That's the question being asked by Royal Blind as part of its annual fundraising campaign, Royal Blind Week, which starts today and runs until 1 March 2015.

The week-long event encourages individuals, businesses and community groups to engage with the charity and take part in activities that will help to raise funds and increase awareness of the work Royal Blind does to help visually impaired children and adults across Scotland.

Davina Shiell, Marketing Manager for Royal Blind, said: "A very simple way to get involved in Royal Blind Week is through our text to donate social media campaign. We're asking people to take a photograph of someone or something that they would miss seeing if they lost their sight, and share those images on our Facebook and Twitter pages.

It could be a picture of a loved one, a pet or a favourite place to visit. We would like to encourage everyone to take a photo and share it with us, then text BLIND£3 to 70660 to donate £3."

As Scotland's largest visual impairment organisation, Royal Blind operates five distinct services, one of which is the Royal Blind School based in Morningside in Edinburgh.

Please visit [royalblind.org/royal-blind-week](http://royalblind.org/royal-blind-week) for more details on Royal Blind Week and the different fundraising activities you can get involved in.

Facebook: <https://www.facebook.com/royalblindcharity>

Twitter: <https://twitter.com/RoyalBlind>

Submitted by [Frances Chisholm](#)