

# WHITE CANE WEEK<sup>™</sup> 2010

February 7 - 13, 2010


## Sponsorship Program

An Invitation to Participate in White Cane Week 2010

CANADIAN COUNCIL  
OF THE BLIND



LE CONSEIL CANADIEN  
DES AVEUGLES

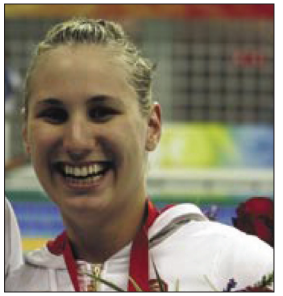
A photograph showing the lower legs and feet of a person walking on a cobblestone path. The person is wearing dark trousers and dark shoes. A white cane is visible on the ground, extending from the person's hand down to the pavement. The image is overlaid with a semi-transparent white banner containing text.

**The white cane is a symbol of ability,  
not disability.**

**We are changing what it means to be blind.**

"Unfortunately, negative and the all too often unconscious stereotypical attitudes remain among the sighted community about blind and visually impaired persons. As a result the blind and visually impaired community is the most marginalized disabled group in Canada, both socially and economically."

**Mike Potvin**  
White Cane Week Magazine,  
February 2008



## Canada's Blind and Visually Impaired Paralympians Who Competed in the Beijing Summer Games: Named White Cane Week® 2008 Person of the Year

The Canadian Council of the Blind (CCB) is pleased to announce that our blind and visually Canadian Paralympians who performed in Beijing are the recipients of this year's White Cane Week Person of the Year Award. The award was presented for 2008 at the annual White Cane Dinner and Canadian Vision Impaired 2009 Curling Championship awards night at the Ottawa Curling Club on February 6, 2009.

"These Paralympian athletes are truly inspirational," states Michael Potvin, CCB spokesman. "They remind us that if you follow your dream, anything is possible, no matter what your abilities are."

This past September, twenty-nine Canadian athletes who are blind or visually impaired traveled across the globe to compete at the 2008 Beijing Paralympic Games. Nearly 1 in 5 of the 143 Canadian Paralympians were athletes who are blind or visually impaired, and over the course of 12 thrilling days, these remarkable competitors represented Canada as they competed in athletics, goalball, judo, swimming and tandem cycling, some establishing new world records and winning medals in the process.

All of Canada's Paralympic athletes who are blind or visually impaired represented Canada well, and the Canadian Council of the Blind congratulates them on their perseverance and dedication to excellence.

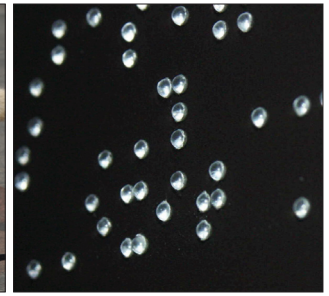


*Helena Constantin from the Canadian Paralympic Committee is seen receiving the White Cane Week Person of the Year Award for 2008 from CCB Executive Director Jim Prowse on behalf of the 39 blind and vision impaired athletes and their guides who represented Canada at the 2008 Beijing Paralympics.*

## Lieutenant Governor of Ontario, David Onley, First Recipient of the White Cane Week® Person of the Year Award

On February 8, 2008, the Canadian Council of the Blind (CCB) was pleased to announce that His Honour, the Lieutenant Governor of Ontario David Onley as the first recipient of the White Cane Week® Person of the Year Award. The award was presented to the Lieutenant Governor at the annual White Cane Dinner and 2008 Canadian Vision Impaired Curling Championship awards night at the Ottawa Curling Club.





## THE CANADIAN COUNCIL OF THE BLIND

The Canadian Council of the Blind (CCB) was founded in 1944 by blind war veterans. All officers and directors are blind or visually impaired. In contrast to its counterpart the CNIB who addresses the initial impact of blindness, the CCB deals with the on-going effects of blindness and visual impairment in order to improve the quality of life of the blind and visually impaired community. Since the approval by Federal Government of CCB'S 2007 bylaws all blind and vision impaired persons in Canada now enjoy membership. The CCB is the largest organization for the blind in Canada with over 65 chapters and 600,000 members.

### The CCB is the Voice of the Blind in Canada.

#### DID YOU KNOW?

- Worldwide 45 million are blind and over 135 million are vision impaired.
- A child goes blind every minute.

## THE THINGS WE DO

The CCB has embarked on a series of new important programs, on behalf of blind and vision impaired Canadians which include:

- \$1 million bursary program for the blind and visually impaired through the Paul Menton Centre for the Disabled at Carleton University
- Public education of the issues of blindness during White Cane Week® which is held during the first full week of February
- A grant of \$800,000 (to be matched by a \$200,000 contribution by the CCB) to offer computer training for the blind and vision impaired across Canada
- Providing 10,000 computers over a 5 year period to the blind and vision impaired
- The annual national blind curling bonspiel has spawned an agreement between the Canadian Curling Association and the Canadian Paralympic Foundation to promote blind curling at the local level
- A peer support system at the local level which assists those people who must confront the emotional impact of blindness
- A legal assistance program to the blind community (70% of the blind community are unemployed and the blind community has the lowest income per capita of any disabled group)
- An entrepreneurial program to train the blind and vision impaired for jobs in the marketplace
- A child registry program to detect and prevent blindness in children, or at the very least when prevention is unlikely, prepare the child and family for the emotional and physical adjustment
- Recreational programs at the chapter level such as bowling, curling and cribbage



## THE HISTORY OF WHITE CANE WEEK

In 1921, a photographer named James Biggs, of Bristol, England was blinded in an accident. Released from hospital, he had the idea of painting his cane white so it could be easily seen at night. The advantages of the white cane soon became apparent as people alerted to Biggs' blindness assisted his movements with guidance and warning of obstacles.

Biggs' innovation soon became an internationally accepted symbol of blindness. Today, nine provinces have legislation that restricts the use of the White Cane to those legally blind.

Since 1946 and primarily due to CCB initiative the first full week of February has traditionally been designated "White Cane Week" in Canada.

The objective of White Cane Week has always been education. Each year a theme and/or slogan is adopted for White Cane Week. This serves to focus public attention on a facet of blindness and vision impairment. This year's theme is, "Help promote accessibility...measure me by my capabilities not my disabilities."

The CCB has 65 Clubs in 9 Divisions from coast to coast that provide our annual campaign with an effective local, regional and national base. The grass roots network provides support for the broader national awareness campaign.

The first ever White Cane Week, had only a handful of individuals who were blind or vision impaired participating. In 2009 White Cane Week has become a national network of special events, sport competitions, hands on demonstrations, open houses, and tours taking place from coast to coast.

Over the years, the White Cane Week programs and events have evolved to reflect the changing situations of the blind and vision impaired.

Early on White Cane Week was used to demonstrate concerns for rehabilitation prevention. However, in more recent times events have been used to demonstrate the equal capabilities and talents of people who are blind and vision impaired.

### DID YOU KNOW?

- Over 180 million people live with significantly impaired vision.
- One in nine Canadians will develop irreversible vision loss by age 65.



# WHITE CANE WEEK MAGAZINE

## More than just a magazine.

White Cane Week Magazine 2010 will be designed to provide valuable support to White Cane Week events. The magazine will reach CCB members across the country placing important information into the hands of those member's who need and benefit from it most.

The magazine serves as a resource guide for key contact information for hundreds of organizations, both governmental and private sector that are dedicated to providing Important services for the blind and vision impaired.

The magazine gives CCB an opportunity to thank it's supporters while at the same time giving an annual report on the Council and it's activities. This includes a special mailing to every Federal and Provincial Member of Parliament.

Last, but certainly not least, the magazine is a vehicle for editorial and personal interest articles that best showcase the abilities of blind or vision impaired Canadians. The articles themselves give testament to the abilities of the blind, as most are written and edited by staff writers who are themselves blind or vision impaired.

### DID YOU KNOW?

- 80% of blindness is avoidable, 60% is treatable and fully 20% of blindness is preventable.



# WE NEED TO IMPROVE OUR QUALITY OF LIFE WITH BETTER ACCESS FOR VISION CARE

As White Cane Week 2009 approaches, we should be proud of the strides we have made, as members of the blind community, in improving our quality of life; and raising awareness to our abilities.

Whether it is enhancing our communications skills through participating in computer training courses, showing the world what we are capable of as athletes on both the grass-roots and Olympic levels, or simply mentoring a peer who may be facing a challenge; we are getting out and doing more and more.

As we continue to move forward, we must encourage the rest of Canada to move forward along side us.

Unfortunately, Canada is on the verge of a crisis in vision loss that is related to a crisis of access to vision-care.

Most challenging, perhaps, is the reality that, despite our aging population and an increase in the number of Canadians with serious visual impairments, governments have not placed sufficient support for vision loss as a significant quality of life issue on health-care agendas.

The number of blind Canadians is expected to nearly double by 2015 as the baby-boomer generation ages. These Canadians have a right to vision-care, as much as they have a right to any other health-care service. The right to vision-care refers to the right to timely and affordable access to optometrists and ophthalmologists.

In the past decade alone, Canadian residency programs in ophthalmology have shrunk from 40 graduates to about 20. Meanwhile, more than 35 per cent of present ophthalmologists are over the age of 55.

Age-related macular degeneration, one of the most prevalent sight-limiting conditions affecting Canadians over the age of 50, is a condition that causes severe vision loss, affecting countless CCB members. Several new treatments have been found to slow or arrest the damage from this condition, but the primary intervention is rehabilitation.

Currently, only modest coverage is available which may pay only for limited eye and vision assessments, but certainly doesn't cover advanced clinical low-vision assessment and rehabilitation services. Often, consumers themselves must search out these appropriate services, and few of them manage to do that.

Often people's quality of life can be improved significantly with the use of assistive devices or low-vision aids that allow people to read and travel more effectively. Many such devices are being researched and developed, but remain very costly.

Canadians have a right to a consistent, nationwide Assistive Devices Program, that is sustainable, mobile, and open to all age groups. A program should not end at provincial borders. It should be equally valid in all parts of Canada.

Our vision-care system needs an overhaul that involves vision-care specialists, government, and support organizations such as the CCB.

CCB's guiding belief is that vision rehabilitation, adaptive technology, and library services are as essential as any other health or social service — and therefore deserve direct government support and funding as a matter of social justice for Canadians who are blind or visually impaired.

The CCB continues to work with all levels of government to provide direction, and encourage health-care initiatives that improve quality of life, and support independence.

White Cane Week provides an excellent platform to not only showcase our abilities, but to remind all Canadians: we are here, we are strong-willed and we will continue to fight for our rights to live on an equal playing field as our sighted peers.

It is because of this that I encourage you to become a Sponsor, to get involved in the many activities during White Cane Week 2010. Join us in spreading the word about what CCB is trying to accomplish. It is only with your help that the CCB can really change what it means to be blind!

*Mike Potvin*

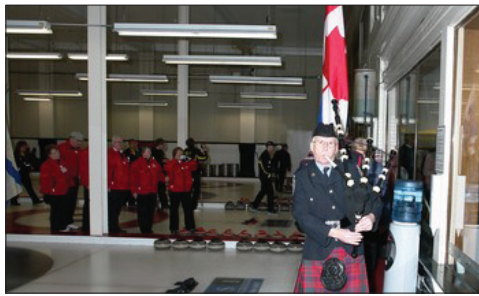
**Mike Potvin**  
Editor



**MOST OF US  
DO NOT KNOW  
WHAT IT IS LIKE  
TO BE BLIND,  
SO TRY THIS:**

Just close your eyes...  
**FOREVER**





# WHITE CANE WEEK 2010 EVENTS

## CANADIAN VISION IMPAIRED CURLING CHAMPIONSHIP



## TORONTO ENTERTAINMENT EVENT (DETAILS TBA)

## EMBASSY CELEBRITY CURLING

## ANNUAL WHITE CANE WEEK DINNER OTTAWA CURLING CLUB





## White Cane Week 2009 Canadian Vision Impaired Curling Championship

The annual event delivered an amazing week of top flight curling with 8 teams of blind curlers from across Canada competing at the Ottawa Curling Club from February 1- 6, 2009.

The event is now recognized as an official event sanctioned by the Canadian Curling Association (CCA), and is the largest blind curling event in Canada, and quite possibly the largest in the World.

Past guests have included former men's' champions Ed Werenich and Jean-Michel Menard, the Governor General and the Lieutenant Governor of Ontario.

The competition kicked off with opening ceremonies on Sunday, February 1 and culminated after a week of intense competition with an awards ceremony at the annual White Cane Week dinner

on Friday night, February 6. This year's speaker at the dinner was Kevin Frost, an accomplished athlete, specializing in speed skating and rowing, who is deaf blind.

One of the main missions of the bonspiel is to demonstrate the ability of blind and visually impaired to all Canadians and to encourage participation at the local grassroots level.



### DID YOU KNOW?

- Each year 78,000 Canadians are diagnosed with Age-Related Macular Degeneration which is now attacking baby boomers with greater frequency and effect. As a result, 2.1 million Canadians between the ages of 43 and 75 are experiencing blindness or irreversible vision loss.



## Embassies Give Vision Impaired Curling a Try!

It's called "meet and greet the world." White Cane Week 2009's Canadian Vision Impaired Curling Championships Opening Ceremonies included a special event that tied into the work CCB has been doing with Embassies throughout the last year.

On Saturday, January 31, 16 Embassies ventured down to the Ottawa Curling Club, site of the annual Canadian Vision Impaired Curling Championships, where they had a chance to try curling, meet some blind curlers, and even have their picture taken with a curling trophy!

"I had a great experience with curling, especially blind curling, in the sense of trying to play with glasses that mimicked different kinds of vision loss, commented Boris Jelovsek, Councilor at the Embassy of Slovenia. "I realized how difficult it is to live and to play when you cannot see properly. I would strongly recommend and encourage demonstrations like the one we saw today. Thank you very much for giving us the opportunity to become cognizant of vision impaired curling and more aware of the beauty of life."

The event was a wonderful opportunity to promote blind awareness on an international level, as blindness is an issue that transcends all borders. The CCB has now added Embassy Day to it's regular White Cane Week 2010 event schedule and is looking forward adding even more Embassies.



*Afghanistan*



*Azerbaijan*



*Bahamas*



*Bulgaria*

# Embassies From Around the World



Cuba



Czech



Slovenia



Thailand



Germany



Tunisia



Guatemala



Turkey



Lithuania



Ukraine



Mexico



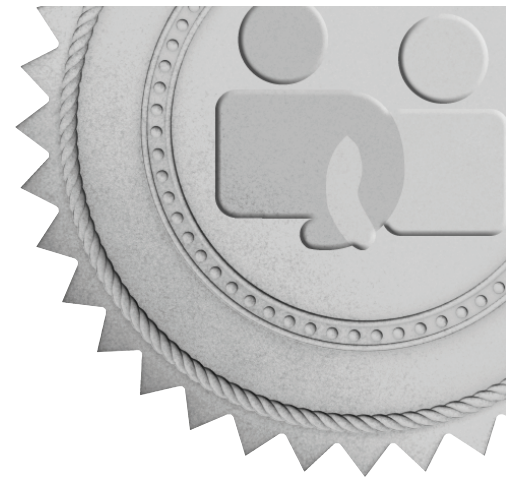
USA



## **GOLD SPONSORSHIP**

- Official recognition at all events as one of White Cane Week's title sponsors.
- Special event naming rights (your choice). Premium signage and banner at all events.
- Premium logo representation in all print and electronic media.
- Sponsor reference on all press releases.
- One page 4 colour advertisement in White Cane Week Magazine.
- One page advertorial White Cane Week Magazine.
- Premium logo position on front cover of White Cane Week Magazine.
- Logo recognition and link to CCB website.
- Premium logo representation on all direct email and internet marketing.
- 60 second commercial spot to be played during White Cane Week on VoicePrint.
- Guest participant in panel discussion (content to be determined) aired on VoicePrint or The Accessable Channel during White Cane Week 2010.
- Enter curling team for media day events.
- VIP admission for eight to White Cane Week 2010 opening ceremonies and lunch.
- VIP table for eight at White Cane Week wrap-up dinner.
- Use of White Cane Week logo for 12 months. open to discuss your special needs and/or requests.
- VIP participation in Toronto Entertainment Event (Details TBA)

**GOLD SPONSORSHIP COST \$24,000**



## **SILVER SPONSORSHIP**

- Official recognition at all events as one of White Cane Week's sponsors.
- Premium signage and banners at all curling events.
- Sponsor reference on all press releases.
- One page 4 colour advertisement in White Cane Week Magazine.
- One Page advertorial in White Cane Week Magazine.
- Logo on front cover of White Cane Week Magazine.
- Logo recognition and link to CCB website.
- Logo representation on all direct email and internet marketing.
- 60 second commercial spot to be played during White Cane Week on VoicePrint.
- Guest participant in panel discussion (content to be determined) aired on VoicePrint or The Accessable Channel during White Cane Week 2010.
- Enter curling team for media day events.
- VIP admission for four to White Cane Week 2010 opening ceremonies and lunch.
- VIP tickets for six to White Cane Week wrap-up dinner.
- Use of White Cane Week logo for 12 months open to discuss your special needs and/or requests.
- VIP participation in Toronto Entertainment Event (Details TBA)

SILVER SPONSORSHIP COST \$14,000



## BRONZE SPONSORSHIP

- Official recognition at all events as one of White Cane Week's sponsors.
- Signage at all events.
- One Page 4 colour advertisement in White Cane Week Magazine.
- 1/2 Page advertorial in White Cane Week Magazine.
- Logo on front cover White Cane Week Magazine.
- Logo representation and Link to CCB website.
- 30 second commercial spot to be played during White Cane Week on VoicePrint.
- VIP admission for two to White Cane Week 2010 opening ceremonies and lunch.
- VIP tickets for four to the White Cane Week wrap-up dinner.
- Use of White Cane Week logo for 1 year. open to discuss your special needs and/or requests.
- Enter curling team in media day event.
- VIP participation in Toronto Entertainment Event (Details TBA)

BRONZE SPONSORSHIP COST \$9,000

## DETAILS

All sponsors will receive first right of refusal for White Cane Week 2010.

All event sponsors will receive a wrap up report outlining all advertising for the event, list of associations and corporations marketed to directly as well as copies of print, radio and TV creative.

In addition, copies of additional PR and after event editorial coverage will be provided.

## EXECUTIVE COMMITTEE

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Alberta

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PAST PRESIDENT  
Saskatchewan

**Louise Gillis**

1ST VICE-PRESIDENT  
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**Michael Potvin**

PROGRAMS AND  
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**Web:** [www.ccbnational.net](http://www.ccbnational.net)

Charitable Registration No. 11921 8899 RT0001

## PROFESSIONAL SUPPORT

### LEGAL

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**KPMG**

Attn: Andrew Newman, Ottawa



**WHITE CANE WEEK 2010  
SPONSORSHIP SALES**

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