



**FOR IMMEDIATE RELEASE**

**MIAMI LIGHTHOUSE FOR THE BLIND CELEBRATES “WHITE CANE DAY”**

*Highlighting the event is Grand Marshal Congresswoman Ileana Ros-Lehtinen and featured speakers include experts from Molina Healthcare and OrCam Technologies*

**Miami, Fla. —October 13, 2014 —Miami Lighthouse for the Blind and Visually Impaired** will celebrate **National White Cane Day in Miami on Wednesday, October 15<sup>th</sup>**. Starting at 8:30 a.m., an estimated 200 people of all ages escorted by City of Miami Police and Fire Departments will walk together from Miami Lighthouse, at 601 S.W. 8<sup>th</sup> Ave., down 8<sup>th</sup> Street and back, where the celebration will continue with food and music featuring Miami Lighthouse Better Chance Music Production Program™ musicians, featured speakers and special presentations.

“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.

Highlighting this year’s celebration, emceed by NBC 6’s Chief Meteorologist John Morales, will be Grand Marshals Congresswoman Ileana Ros-Lehtinen, Lion George Letakis District Governor 35-N, Lion Juan Tejera Immediate Past District Governor 35-N and Billy The Marlin representing The Marlins Foundation. Presentations will be made by Molina Healthcare of Florida and OrCam Technologies. As the signature sponsor of the event Dr. Mark Bloom, CMO of Molina Healthcare, will discuss techniques for navigating today’s health care system. Molina Healthcare’s mission is to provide quality health services to financially vulnerable families and individuals covered by government programs.

OrCam has created a technologically advanced device unique in its ability to provide visual aid through a discreet wearable platform and simple easy-to-use interface which serves to enhance the daily lives of people with vision loss. Users refer to the OrCam device as ‘computer vision’ and it provides the gift of independence to those that are blind and visually impaired.

Participating sponsors include Molina Healthcare of Florida, OrCam Technologies and Noven Pharmaceuticals. Breakfast is sponsored by Starbucks, Chik-fil-A, Arahis Bakery, Publix, Miami Sunshine Lions Club, American Fruit, Lion Dilma Rodrigues, Cecilia Ferrer, and lunch is sponsored by Burger King, Lions for the Blind and Susie Wahab. The White Cane Day walk has a \$5 suggested contribution for the visually impaired and \$20 contribution for all other participants. **Media is invited to attend White Cane Day and is advised to arrive by 9:00 a.m.**

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**Cameron Ehren Sisser**

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**It's Possible to See Without Sight™**