

Dear Lions,

I would be very grateful for your assistance! I would like to promote a White Cane Safety Campaign. What is this you ask, well it's all about getting the "word" out to each community -what the White Cane's are. We have Lions Clubs in so many communities. Would you please help by running an event? The event could be any size that works for your club. An event could be one club member passing out information or many members working together in your community.

### **What is the significance of White Cane to Lions?**

The white cane is not just a tool that can be used to achieve independence; it is also a symbol of the blind citizens in our society. In North America the introduction of the white cane has been attributed to the Lion's Clubs International. In 1930, a Lion's Club member watched as a blind man attempted to make his way across a busy street using a black cane. With the realization that the black cane was barely visible to motorist, the Lion's Club decided to paint the cane white to increase its visibility to oncoming motorist. In 1931, the Lion's Club International began a national program promoting the use of white canes for persons who are blind.

On October 6, 1964, a joint resolution of the Congress HR 753 was signed into law authorizing the President of the United States to proclaim October 15 of each year as "White Cane Safety Day".

Please continue the program this year in your community!

I have included more information. I would love to hear how your club promotes White Cane. The event can be run in September or October. I have a few suggestions: an article in your local newspaper, public service announcement on cable, passing out handouts, speaking in your community at other organization or group meetings. Please let me know your club participated in this Campaign. Please include details of what you did and how many Lions helped out. I can be reached at 617-972-7340 or [Margie.carney@perkins.org](mailto:Margie.carney@perkins.org)

Thank you for your assistance  
Lion Margie Carney