Inspiring Local Blind and Visually Impaired Youth Participate In [Regional Name] Regional Braille Challenge, a Braille Literacy Competition

Area youth vying for the opportunity to compete at national finals in Los Angeles

WHAT IS BRAILLE CHALLENGE?

- Contestants compete in five categories: reading comprehension, braille spelling, chart and graph reading, proofreading, and braille speed and accuracy. Practicing for each category enables them to refine their braille skills.
- Any student (grades 1-12) who is blind or visually impaired and can read and write braille is eligible to participate in the first stage of the contest at one of the 60+ Braille Challenge regionals across North America and the UK, giving even beginner braille readers a chance to reach their personal best.
- This video from a previous Finals provides an excellent visual overview of the event.

WHY THE BRAILLE CHALLENGE IS IMPORTANT TO OUR COMMUNITY:

- The Braille Challenge is the only academic competition of its kind in North America and the UK for students who are blind or visually impaired.
- Braille Institute developed the Braille Challenge to encourage blind and visually impaired children of all ages to hone their braille skills, which are essential to academic and employment success.
- This year, the [Your Regional Name] Regional Braille Challenge will [add information about your regional competition such as details about the contestants, this year’s theme (if applicable), fun activities planned for the day, information about the opening or closing ceremony, etc.]
- The top 50 students with the highest scores across North America and UK will be invited to the annual Braille Challenge Finals competition in Los Angeles, held at the University of Southern California on [date], 20XX.
- The Braille Challenge Finals will be held on a college campus, with the intent to demystify higher education and promote career exploration for students who are blind or visually impaired and their families.
WHEN:   [Day, Month Date]
Best time for media to cover: [time – time] for visuals and interviews
First Braille testing session begins at [time]

WHERE:   [your regional location]; [street address, city, state, zip]

BEST PLACE TO PARK: [parking information]

VISUALS:

• Contestants testing their braille reading and writing skills
• [List anything that will happen at your regional event – feel free to give more details about what you may have listed in the section above such as your event’s theme, fun activities planned for the day, opening and closing ceremony, etc.]

INTERVIEWS:

• Braille Challenge participants’ ages [your competitors’ age range] from [city/area]
• Braille Challenge contestants’ families
• Teachers of the Visually Impaired
• [Your name], [Your Regional] Regional Coordinator, [Any additional information about yourself that is relevant to Braille Challenge]