

## Blind Chief Exec of London charity for blind children climbs O2 to kick start campaign to raise £24,000 in 24 hours in Greenwich

Tuesday 23 July, 2013

Dr Tom Pey, Chief Executive of the Royal London Society for Blind People last night scaled the roof of the O2 to fundraise for specialist support for families and children living in Greenwich, who are vision impaired.

The "Great Greenwich Give" campaign will host a number of fundraising events around the Royal borough today. Local businesses and residents will help raise £1000 an hour. A pop up shop, flash mob dance off and collections will be happening throughout the day.

Dr. Pey went blind at the age of 39, at a time when he was a successful investment banker. "My life went into free fall when I lost my sight. It was a hugely traumatic event, that's why I know RLSB has to be there to support families who are coping with sight loss." Tom commented.

It is estimated that 1000 people in Greenwich are registered blind. Monies raised from the Great Greenwich Give will pay for a range of early year services for babies and toddlers, as well as education and employment for teenagers. Older blind people who are often very isolated will also benefit from the campaign, which will help fund outreach services operated by RLSB's local partner, Blind Independence Greenwich.

Tom said of the feat, "The hardest part was putting my foot on the first rung. But what spurred me on is that blind should be able to live life beyond sight loss. We impose limits on ourselves, so every step I took was really about breaking those limits down. I'm no longer afraid heights, and ready for my next challenge."

Dr Pey is well on his way to hitting his personal fundraising target of £2400.

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