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EMBARK OKC and NewView Oklahoma Recognize White Cane Safety Day
Activities call attention to travel safety for the blind and visually impaired

Oklahoma City, OK (October 9, 2017) – EMBARK OKC and NewView Oklahoma will recognize White Cane Safety Day on Friday, October 13th, to call attention to important travel safety factors needed for the blind and visually impaired to independently navigate the transit system. NewView Oklahoma employees and clients will be riding the bus throughout the day to highlight the significance of the white cane as a tool of independence and mobility for people who are blind or visually impaired.

The ability to move freely on one's own is an important global cause for the blind and visually impaired because challenges to their mobility are ever-changing as communities are updated. Being able to travel to work or school is paramount for blind and visually impaired individuals in achieving their maximum independence.

"The safety of our customers is the top priority at EMBARK. Traveling safely depends a great deal on visual cues or signals between other drivers, cyclists and pedestrians," said Jason Ferbrache, administrator of EMBARK. "Making our community safer and more accessible means calling attention to the white cane and what it represents for our visually disabled friends, neighbors and colleagues. We want to help ensure that everyone can confidently and safely travel throughout Oklahoma City."

The International White Cane Day, established on the initiative of the World Federation of the Blind, is celebrated worldwide annually on October 15th with the mission to educate the world about blindness and how the visually impaired can live and work independently with the aid of the white cane. It is also an opportunity to demonstrate how the visually handicapped give back to their communities, celebrate the abilities and successes achieved by blind people in a sighted world and honor the many contributions made by the visually impaired.

"The white cane gives the blind and visually impaired the freedom to travel independently to participate more fully in the life of their communities," said Lauren Branch, NewView president and CEO. "With Orientation and mobility training, people using the white cane can enjoy greater mobility and safety by determining the location of curbs, steps, uneven pavement, and other physical obstacles in their way."

EMBARK provides bus, ferry transit, bike share and downtown parking solutions in the Oklahoma City metro area. Our transportation options connect people with their community, while easing traffic congestion and reducing air pollution.

NewView Oklahoma is the only private in-state provider of comprehensive vision rehabilitation services to blind and vision-impaired Oklahomans. They have been awarded a 5-year accreditation certification through the National Accreditation Council (NAC), the only international accrediting body devoted to serving organizations that provide programs for blind and low vision consumers – recognizing NewView Oklahoma

nationally as an organization that delivers the highest quality rehabilitation, employment and education services for people who are blind or have low vision. To learn more about NewView Oklahoma's programs or clinical services operated by the organization, visit www.newviewoklahoma.org.

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About EMBARK

EMBARK is the business unit of the Central Oklahoma Transportation & Parking Authority (COTPA) – a public trust administered by the City of Oklahoma City. EMBARK is responsible for providing safe, efficient and convenient public transportation and downtown parking solutions to the greater Oklahoma City area. EMBARK is the 2016 North America [Outstanding Public Transit System of the Year](#).

To learn more about EMBARK and view bus schedules and routes, visit www.embarkok.com or call (405) 235-RIDE (7433) for personal assistance from 6 a.m. to 6 p.m. To learn more about carpooling or to be matched with someone in your area, visit www.getaroundok.com.

COTPA is celebrating 50 years of leadership in providing public transit and downtown parking services to Oklahoma's capital city.

About NewView Oklahoma

NewView Oklahoma is a private, not-for-profit organization founded in 1949 with a mission to empower people who are blind and visually impaired to achieve their maximum level of independence through employment, low vision rehabilitation, and community outreach. NewView Oklahoma is the leading employer of the blind and visually impaired individuals in Oklahoma and offers the only comprehensive Low Vision clinics in the state. Visit NewView online at www.newviewoklahoma.org or follow on [Facebook](#) and on [Twitter](#).