

**For immediate release
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News release

SET YOUR 'SOLE' ON FIRE

Grampian Society for the Blind aim to raise £3,500 at Union Square firewalking challenge

This Thursday (2nd Sept), looks set to be a scorcher at Union Square as the centre gets ready to host its first ever 'firewalking challenge' in partnership with the Grampian Society for the Blind and Blaze Firewalking.

With 1236°F burning wood on the surface level of the Union Square Car Park to contend with, Aberdonian Daredevils will be trained and spurred on by one of the UK's top firewalking team.

Blaze, the group behind helping people conquer their fears on the likes of ITV's This Morning, Fussy Eaters and Blue Peter, will put participants through a two hour motivational training session to help them hot foot it across the 20 foot strip of glowing embers.

Grampian Society for the Blind hope to raise as much as £3,500 from the firewalking challenge.

Neil Skene, a fundraising coordinator for the Grampian Society for the Blind, said: "The walk is going to be mentally tough but I can't wait to get out there and feel the heat. I've been blind since birth, so understand the challenges it brings; however I never let it stop me. I hope my guide dog is up for it!

"Over 3,500 people make use of the Grampian Society for the Blind each year, and as the charity is wholly dependent on self-donation, we hope the challenge will help raise some much needed funds for local services.

"This is a chance to do something you never thought you would be able to do!"

Penny Godfrey, marketing manager of Union Square said: "This is a great opportunity for people to overcome what may seem like an impossible challenge and a fantastic way to raise money for a very worthwhile charity.

"We're delighted to host this event and to have the UK's top firewalking team on hand to help make it happen."

The firewalking challenge will kick off at 9:25pm, a motivational training session to help participants conquer their fears of walking across the hot pine, ash and oak will start at 6:30pm.

There is a £25 registration fee for willing participants which will contribute towards the £100 they are encouraged to raise for the charity.

Participants are encouraged to register before the event, which they can do up until the day before the event.

Anyone interested can contact fundraising coordinator Neil Skene on: 0845 27 12345 or via neil.skene@grampianblind.org

Ends

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Notes to editors:

Union Square

Union Square is a new retail and leisure quarter in the centre of Aberdeen. Developed by Hammerson, the centre includes around 50 retailers across the main mall and shopping park, a variety of restaurants and cafés, a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld cinema, Aberdeen's largest cinema. The scheme also provides visitors with a new civic square.

Union Square is Aberdeen's most accessible retail and leisure offer with 1,700 car parking spaces, easily reached from all major routes and integrated with the city's bus and rail stations - providing a gateway to the region and encouraging sustainable travel to the city.

www.unionsquareaberdeen.com.

The Grampian Society for the Blind provides emotional and practical support to people affected by visual and Hearing impairments in the North-East.