

They say it's always darkest just before the dawn.

But what if there is no dawn?

- Close your eyes
- Sit back
- Take a deep breath
- Exhale

That perfect moment of calm.

That second's break from the constant, relentless visual noise bombarding you every day.

That beautiful blank panorama of nothingness for those precious few moments.

Breathe it in.

Now, open your eyes and carry on with your day.

But what if that was it? What if, when you open your eyes there's just... **nothing**?

No colour.

No beauty.

No... anything.

Just an unending canvas of empty.

Life, just reduced.

Every day, 250 people in the UK begin to lose their sight. 2 million people are already living with sight loss.

YOU can help.

25th March is the **BIG BREAKFAST** – host a Big Breakfast in your home town and help raise critical funds for essential research into sight loss in the UK.

Free Big Breakfast packs, advice, inspiration and further information available at www.org or call our team on 0800 000000.

Don't be ignorant to what's around you. Open your eyes and help others do the same.