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**International Vision Expo Expands Global Contact Lens Forum**  
*British Contact Lens Association and Contact Lens Society of America endorse  
2015 Global Contact Lens Forum*

**Norwalk, CT (December 11, 2014)** - International Vision Expo & Conference will once again host the Global Contact Lens Forum (GCLF) reflecting the organization's commitment to the delivery of quality education focused on the latest scientific content with critical business strategies related to contact lenses.

The British Contact Lens Association (BCLA) has announced their renewed support for the 2015 program along with the Contact Lens Society of America (CLSA).

"Our support provides a unique chance to share clinical information and business knowledge on a global stage," CEO of the British Contact Lens Association, Cheryl Donnelly, said. "The Global Contact Lens Forum offers exciting, innovative content to position eyecare professionals with the knowledge and tools they need to succeed in today's healthcare environment, and we're pleased to see the program move forward."

The 2015 Global Contact Lens Forum (GCLF) will introduce enhanced clinical content and the latest research on myopia control in a convenient, one-day format that was introduced at International Vision Expo West where over 300 eyecare professionals participated.

"CLSA is happy to endorse the 2015 Global Contact Lens Forum. CLSA is dedicated to the education, promotion and advancement of the contact lens profession and endorsing GCLF is a great opportunity to support education for those attending Vision Expo East and the GCLF," President of CLSA, Carri Ferguson said. "We encourage our members to register for the GCLF where distinguished lecturers, including CLSA member Michael A. Ward, MMSc, FAAO, FCLSA, will present on comprehensive contact lens topics."

International Vision Expo and the BCLA announced an initial content exchange agreement in 2013, creating the Global Contact Lens Forum as part of efforts to expand continuing education offerings at their respective conferences. The first-of-its-kind Forum explores both the scientific and business sides of contact lenses, focusing on profitability, scientific strategies and the future ahead. The Forum debuted with great success in 2014 at International Vision Expo East in New York and has since been held at the BCLA Clinical Conference and at International Vision Expo West in Las Vegas, providing an exceptional forum for the sharing of ideas, clinical and business knowledge, and expertise.

"The success of this partnership in its first year is encouraging and clearly demonstrates the positive impact that results from two world-class leaders in continuing education joining forces," co-chair of the Conference Advisory Board for International Vision Expo & Conference, Kirk Smick, O.D., F.A.A.O., said. "We look forward to building upon lessons learned, and continuing to explore new ways to be mutually beneficial and provide value to the eyecare professional community."

For more information, visit [www.visionexpoeast.com](http://www.visionexpoeast.com).

For additional educational resources and to learn more about the benefits of CLSA membership, visit [www.clsa.info](http://www.clsa.info).

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**About the International Vision Expo & Conference**

*International Vision Expos, the worldwide conference and exhibition for eyecare and eyewear, are trade-only events that draw more than 30,000 eyecare professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo gives back to the entire ophthalmic community. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2014, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships.*