

Press Release

Every child should have an eye exam...but millions don't have access to the glasses they need!

(Calgary, AB - March 30, 2017): Optometry Giving Sight invites all members of the Optometric profession and industry to join us in support of [Our Children's Vision](#), a global campaign helping to ensure that every child, everywhere, has access to the eye care they need.

"80% of what a child learns is processed through their visual system, so it's critical that every child can see clearly," said Clive Miller, CEO of Optometry Giving Sight, a global supporter of the campaign. "To learn at school, every child needs to be able to see their text books and the lessons on the board or screen. To develop relationships with their peers, they need to be able to see faces and play safely. To take in the world around them – they use their eyes."

There are millions of children around the world and in Canada who are needlessly vision impaired. The rate of myopia is increasing rapidly and could affect 5 billion people by the year 2050.

"Remarkably, it is not standard practice in most countries for children to have a comprehensive eye exam when they start school," said Mr. Miller. "Failure to diagnose or treat vision issues can negatively impact a child's life forever and create an extraordinary economic cost to the community."

Since launching in April 2016, **Our Children's Vision** has reached 10 million children. This includes four million children in Mexico who were given an eye exam as part of the Ver Bien "See Well to Learn Better" program which is part funded by Optometry Giving Sight.

The benefits of this program are [wonderfully summarized by Alyssa](#), a young girl who knew she would be unable to achieve her dreams without proper vision correction. Once she received her glasses, she exclaimed with a beaming smile on her face, "Nothing can stop me now!"

Optometrists who would like to **JOIN US** in our efforts to help more children like Alyssa can do so by:

- making a small donation for every pair of glasses or frames sold over the next 2 months
- inviting your patients to make a \$5 donation

Industry members are invited to support the campaign by:

- making a company donation or [contacting Optometry Giving Sight](#) to discuss CRM and project funding opportunities
- inviting your staff to make a \$5 donation

To see examples of how children are being helped, to register your participation or to make an

online donation, please visit: www.givingsight.org/giving/our-childrens-vision-register.html

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About Optometry Giving Sight

Optometry Giving Sight is the only global fundraising initiative that specifically targets the prevention of blindness and impaired vision due to uncorrected refractive error (URE) – simply the need for an eye examination and glasses. It was established in 2003 by the Brien Holden Vision Institute, World Council of Optometry, and the International Agency for the Prevention of Blindness as a means of mobilizing support from the global eye care profession and industry to help eliminate the backlog of people who are needlessly blind or vision impaired – currently estimated at more than 600 million worldwide. It is a registered charity in Canada, the USA, Mexico, Australia, Ireland, and Italy. In the UK we work in partnership with Vision Aid Overseas. www.givingsight.org

About Our Children's Vision

Our Children's Vision is an initiative of the Brien Holden Vision Institute and Essilor Vision for Life. It is supported by [63 partners](#) who together aim to ensure that 50 million children gain access to the eye care they need by 2020, that eye health programs are integrated into school health programs, and that there is increased awareness of the risk of myopia on children's vision.