



For Immediate Release

## OPTOMETRY GIVING SIGHT TO HOST A “TWITTERCHAT” ON WORLD SIGHT DAY

**September 10th, 2017**—Children’s eye health is the focus of a Twitterchat to coincide with the 11th annual [World Sight Day Challenge](#) on World Sight Day, Thursday October 12, 2017. The Twitterchat, aimed at parents and eye care practitioners around the world, will take place from noon–1:00 p.m. ET, and is hosted by Optometry Giving Sight.

Helping to moderate the discussion will be: All About Vision, ABB Optical, Bausch + Lomb, CooperVision, Essilor of America, EyePromise, FYdoctors, Vision Source, VSP Vision Care and ZEISS. Parents, eye care and industry professionals are invited to participate in the chat by following and using the hashtags #shareforsight, #givingsight, and #ourchildrensvision.

This is Optometry Giving Sight’s second year hosting a Twitterchat as a part of its annual World Sight Day Challenge.

“Last year’s Twitterchat was a great success and we are excited to have the opportunity to connect with vision care professionals and parents through social media on the important topic of children’s eye health, including efforts being undertaken as part of the Our Children’s Vision Campaign,” said Clive Miller, Global CEO of Optometry Giving Sight.

For more information, visit the Optometry Giving Sight Facebook [event page](#) or contact Clive Miller at [usa@givingsight.org](mailto:usa@givingsight.org).

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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 the USA, Canada, Mexico, Australia, Ireland, and Italy. [www.givingsight.org](http://www.givingsight.org)



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