



WORLD SIGHT DAY CHALLENGE COALITION SPONSORS



Optometry Giving Sight Leads Global Coalition to Support World Sight Day Challenge

(Denver CO – September 28th): Global eye health and vision care are more important than ever in light of recent natural disasters including major hurricanes, earthquakes, tsunamis and their aftermath. As people deal with these and other health crises, leading North American optometric companies, networks, schools and practices are once again joining a coalition led by Optometry Giving Sight in support of World Sight Day (October 12, 2017) and the [World Sight Day Challenge](#), which runs through October.

This is the 11th year of the Challenge, which encourages all members of the vision care community to make a donation or participate in a fundraising event to help fund sustainable eye health projects for people who are needlessly blind or vision impaired. These include support for projects that will help give sight and hope to more than 1 million children as part of the [Our Children's Vision](#) campaign - and this year, in recognition of recent events, projects providing eye care to people affected by the hurricanes in our region.

Coalition members include ABB OPTICAL GROUP, Alcon Foundation, AllAboutVision.com®, Bausch + Lomb, CooperVision, Essilor, EyePromise, FYidocors, Vision Source®, VSP Global® and ZEISS Vision.

Another 45 companies are participating in the Challenge (see breakout for full list) plus 21 Schools of Optometry. More companies, networks and practices are [signing up](#) every day.

"It is a privilege to lead this industry based coalition in support of the 11th annual World Sight Day Challenge in North America," said Clive Miller, CEO of Optometry Giving Sight. "We encourage all eye and vision care companies, networks, schools, and practices to take the Challenge by [fundraising](#) throughout October, [making a personal donation](#), involving friends, colleagues, staff and patients via our [peer to peer fundraising](#) pages, and / or by [purchasing t-shirts](#)."

"If everyone does just one thing in support of the Challenge we can make a huge difference in the lives of millions."

For more information about the [World Sight Day Challenge](#), or to [make your donation today](#), please visit givingsight.org or call +1 888 OGS GIVE (USA) / +1 403-670-2619 (Canada).



Breakout: WSDC Coalition members have a range of activities planned to raise awareness of the importance of eye health and to provide eye care and eyewear to people in need, including the following initiatives.

ABB Optical Group is running a campaign for its customers and will donate a portion of all Digital Eye Lab sales for the month of October in support of World Sight Day. Their staff will also participate in a variety of World Sight Day awareness activities.

Alcon Foundation is running its Cycle for Sight 20/20 Challenge. Reaching their goal of 2,020 Alcon participants across their sites will trigger a \$25,000 donation to Optometry Giving Sight. Many sites, including Australia, Singapore, UK and US, are ready to ride.

AllAboutVision will be conducting the week-long #ShareForSight social media campaign to promote eye health and Optometry Giving Sight. Each social media share supports the World Sight Day Challenge!

Bausch + Lomb will, for the second consecutive year, hold an all employee meeting to demonstrate the positive impact of partnering and supporting Optometry Giving Sight while encouraging participation in various fundraising opportunities. Additionally, the company will join the Optometry Giving Sight Twitter chat and post on its own social media channels throughout the month to help raise awareness of the importance of eye health in people's lives.

CooperVision, a Global Gold Sponsor of Optometry Giving Sight, is organizing its sixth consecutive Fight for Sight campaign with participation from employees across the Americas, Europe, Middle East, Africa and Asia-Pacific. A variety of inventive, employee-led fundraisers held over three months range from cycling relays to themed food events, paired with eye health education and social media outreach. With a generous matching gift commitment from The Cooper Companies, the campaign's annual contribution is fast approaching \$200,000.

Essilor will launch #PutVisionFirst on World Sight Day as it continues to deliver on its mission of improving lives by improving sight. With this global campaign, the company aims to create awareness about the importance of good vision and the need to get regular comprehensive eye exams from eye care professionals. Essilor will donate \$1 towards helping a child see clearly for every person who visits the dedicated website and pledges to get an eye exam.

Essilor of America is partnering with the Essilor Vision Foundation (EVF) for the second annual Kids Vision Fest on October 5, 2017 at its Dallas headquarters. More than 400 students will be bused in to receive vision exams and glasses. Essilor employees and local ODs will be volunteering throughout the day. Students will receive their glasses on World Sight Day 2017.

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EyePromise will engage in multiple fundraising activities in September and October including employee initiatives and product promotions. They will also make a donation to Optometry Giving Sight on behalf of the Arizona Fall League's 2017 batting champion during the award presentation.

All **FYidctors** and **Visique** clinics alongside **Vision Source** clinics in Canada will undertake local and corporate fundraising initiatives throughout October. FYidctors "\$1 dollar for every like" campaign begins October 1 on Facebook and Twitter and has received huge success in previous years raising over \$35,000 for the World Sight Day Challenge. FYidctors matches every dollar donated by their doctors, supports fundraising at the clinic level and campaigns the entire month on social media.

Vision Source will raise funds for World Sight Day through donations from over 3,350 member practices nationwide. In addition, employees at the Vision Source Member Support Center are raising funds through team challenges and sales of merchandise from VisionSourceGear.com. Fifty percent of the proceeds from World Sight Day branded products will be donated to Optometry Giving Sight from now until October 31, 2017. By participating in the Optometry Giving Sight Twitter Chat, Vision Source will highlight the importance of having access to eye care worldwide while encouraging donations.

VSP Global is raising funds globally and promoting awareness nationally in support of the World Sight Day Challenge. Employees are rallying around the world to fundraise for Hurricane Harvey eye care relief efforts and Our Children's Vision through a variety of activities, including a vendor fair and individual contributions. The World Sight Day Twitter chat with Optometry Giving Sight and other coalition partners will be hosted on @VSPVisionCare, encouraging a conversation around eye health and wellness and ways to take part in fundraising efforts.

Zeiss Better Vision will raise funds for World Sight Day through t-shirt sales in all its US offices and lab locations, and will also conduct a week-long social media campaign to its 50,000 followers to raise awareness and spur action in the fight against preventable blindness.

WSDC Coalition members will also lead a [Twitterchat](#) on October 12th (World Sight Day) from 12noon – 1pm Eastern time. Parents, eye care and industry professionals are invited to participate in the chat by following and using the hashtag #shareforsight.

Other companies who are supporting the Challenge include: A&A Optical, Acuity Pro Software, Advance Optical, Allergan, Amcon, Boore Family Foundation, Charmant USA, ClearVision, DAC Vision, De Rigo REM, Edison Optics, Europa Eyewear, Gateway Professional Network, Glimpse Live, Good-Lite Co., Heidelberg Engineering, Icare USA, Jobson Optical Group, Johnson & Johnson Vision Care (Canada), Konan USA, Liberty Sport, Macuhealth, Modern Optical International, MODO, Morel Eyewear, Nordic Naturals, Oasis Medical, Oculus Inc. USA, OptiSource International, Optos, Pentavision LLC, PCON / Slack Incorporated, Ron's



Optical, RX Optical, Signet Armorlite Inc., Synergeyes Inc., TearScience Inc., Vision One Credit Union, Vmax Vision, Wave Contact Lens System LLC, Westgroupe, Wiley X Eyewear, Younger Optics and Zyloware. Eye Recommend and OSI in Canada are also adding their support.

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Notes to the Editor:

World Sight Day is an annual day of awareness held on the second Thursday of October to focus global attention on blindness and vision impairment. It is coordinated by the International Agency for the Prevention of Blindness (IAPB) as part of the VISION 2020 Global Initiative. It is supported by eye health organizations around the world—including Optometry Giving Sight—and is included on the official World Health Organization (WHO) calendar. 2017 is the fifth year of the [WHO Global Action Plan](#) which has the rolling theme: [Universal Eye Health](#). This year, the call to action for World Sight Day is: [Make Vision Count](#). World Sight Day is Thursday October 12th.

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, International Agency for the Prevention of Blindness and the World Council of Optometry, as a means of mobilizing support from the global vision 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 and Mexico.

Our Children's Vision is a call to action – to come together to ensure that effective, inclusive, sustainable eye health initiatives are available to children around the world, regardless of their economic status or geographical location. Our Children's Vision is an initiative of the Brien Holden Vision Institute and Essilor Vision for Life. Optometry Giving Sight is a Global Partner.

Here are some examples of how donations to this year's World Sight Day Challenge can help:

- \$250 can screen and provide access to vision correction where needed for 50 children
- \$500 can help train teachers to conduct visual acuity tests in the classroom
- \$1,000 can provide access to vision screening and referrals for a whole school
- \$1,500 can help governments develop policies that prescribe eye health programs in all schools

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