

## Press release:

### Expanded Partnership between Optometry Giving Sight & VuePoint IDS

**GOLDEN CO and CALGARY AB, December 14, 2022** - [Optometry Giving Sight](#) (OGS) is pleased to announce a newly expanded partnership with [VuePoint IDS](#) publications, including *CRO (Clinical & Refractive Optometry) Journal* and *Optik Magazine* for the 2023 calendar year. VuePoint IDS, a long-time supporter of OGS, was honored at the Beacon of Light Recognition Event held at Vision Expo West this past September in Las Vegas. The event recognized those individuals and companies that had generously donated more than \$100,000 to OGS over the lifetime of the organization so it could meet its mission to end preventable blindness and vision impairment in underserved communities around the world.

This longstanding partnership will be expanded during 2023. VuePoint IDS will provide more than \$100,000 of in-kind advertising to OGS in 2023 alone, across all of its Optik print and digital publications, as well as its Clinical & Refractive Optometry online continuing education platform, enabling OGS to reach an audience it may not have had easy access to before. The type and level of market saturation and reach being made available with this expanded partnership will enable OGS to continue to meet its mission to reduce the prevalence of preventable blindness and vision impairment.

Doctors of Optometry will also be able to donate to Optometry Giving Sight when registering for [CE courses through CRO](#).



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