



## **Optometry Giving Sight Marks World Optometry Week with Fundraising Campaign**

**GOLDEN, COLO., March 17, 2023**—As the industry gears up to celebrate World Optometry Week and World Optometry Day next week, Optometry Giving Sight (OGS) today announced its latest campaign, "Give Sight. Change Lives." Through the effort, OGS seeks to raise awareness of its global impact and encourage donations that will enable the organization to continue supporting projects focused on long-term solutions.

During World Optometry Week, the campaign will feature results from several projects for which it has provided funding. Examples include a Liberian teacher who received his first-ever pair of glasses thanks to an integrated school eye health initiative led by EYEliance, as well as the Malawi School of Optometry, which was co-founded by OGS and last year received funding to purchase a much-needed vehicle to transport optometrists and students to work at various rural clinics.

"World Optometry Week encourages eye care professionals to help improve access to eye care globally and provide education and training for all optometrists, which is completely aligned with what we do every day," said Lois Schoenbrun, CAE (Ret.), FAAO, OGS Executive Director, North America. "OGS is the only organization dedicated to eradicating uncorrected refractive error through the growth and expansion of optometry around the world. That work is made possible with funding almost entirely from eye care professionals, optometry practices, and companies working within this industry. We hope new and existing donors who are inspired to make a difference during World Optometry Week will consider doing so with us—OGS is for optometry, by optometry."

To make a donation, visit [givingsight.org/world-optometry-day](https://givingsight.org/world-optometry-day).

With the support of the ophthalmic industry, optometrists, patients, optometry students, and other donors, Optometry Giving Sight funds programs to develop sustainable infrastructure, train local eye care professionals, and deliver desperately needed vision care in underserved communities both at home and around the globe.

Over the last 20 years, OGS funding has provided basic eye care services to more than 8 million people, assisted with training more than 14,000 eye care personnel, established more than 130 vision centers, and served people in more than 40 countries. In the last two years alone, OGS has provided funding to more than 30 project partners around the world, totaling more than \$1.5 million in grants. For more information or to donate, visit [givingsight.org](https://givingsight.org).

###

### Media Contact

Heather Kowalczyk, McDougall Communications for Optometry Giving Sight

[heather@mcdougallpr.com](mailto:heather@mcdougallpr.com) or +1-585-330-4878