



COOPERVISION MEDIA ALERT: World Sight Day 2023

CooperVision is committed to helping people around the world to see better every day. Part of this commitment means making a difference in our local and global communities. If you are planning coverage of World Sight Day 2023—which will be celebrated on Thursday, October 12—we ask that you please include the following CooperVision initiatives:

- **World Sight Day Challenge Fundraising.** Keeping with a longstanding tradition to raise money and awareness for the cause, CooperVision teams around the world are organizing fundraising activities for [Optometry Giving Sight's World Sight Day Challenge](#). For example, members of the company's R&D team in Pleasanton, Calif., hosted a "Strikes for Sight" bowling event, during which participants pledged to make donations ranging from \$0.25 to \$1 per strike. Ultimately, 102 strikes were bowled in the two-hour period, with each employee donating between \$25.50 and \$102. The total funds raised by CooperVision will be announced later this year.



CooperVision Strikes for Sight Event

- **United Nations Photo Exhibition.** As a Global Patron of the International Agency for the Prevention of Blindness, CooperVision joined forces with the organization for the [2030 IN SIGHT photo exhibition](#) at the United Nations headquarters in New York from October 9-20. Submissions, including one from CooperVision and Vision Action from their work screening children in Ghana, challenge viewers to consider the impact of eye health on sustainable development outcomes. You can preview the exhibition, including a submission, by visiting the [exhibit website](#) or through the attached booklet.



Greater educational opportunities

Image by Cooper Vision & Vision Action

While there are many barriers to education, vision loss should not be one. Half of sight loss in children can be easily prevented or treated, most often with nothing more than a pair of glasses. Glasses are one of the most effective health interventions for children, reducing the odds of failing a class by 44%. If inclusive and equitable education is critical to global development, then well-integrated, innovative strategies to address the growing need around child eye health is required. School eye health programmes, including sight screenings, referral systems and health promotion, are highly cost-effective to administer, and their benefits are significant – with potentially more than 700 million children throughout the world gaining access to crucial services. Prioritising the implementation of school eye health programmes will tackle the impact of rapid growth of vision impairment amongst children, help guarantee increased school attendance, educational attainment and enable long term social and economic opportunity by delivering clear vision.

Visit the Main Gallery



Media Contact

Maggie O'Donoghue, Public Relations Counselor
McDougall Communications for CooperVision
maggie@mcdougallpr.com or +1-585-208-8534