



Optometry Giving Sight Names New Director of Communications

GOLDEN, COLO., November 8, 2023— [Optometry Giving Sight](#) (OGS) has announced that Sarah Burtner, M.A., has joined its staff as director of communications.

“We’re excited to welcome Sarah to our team,” said Lois Schoenbrun, executive director, OGS. “She brings a wealth of experience in communications, marketing, and public relations to the organization, and has served in the non-profit sector as a volunteer, board member, and senior staff member.”

“That, combined with her leadership experience and passion for mission-driven work, make her a great fit for OGS,” Schoenbrun adds.

In the role, Burtner is responsible for directing, implementing, and managing the flow of communication and information between OGS and various global audiences, including the ophthalmic press, optometric profession, ophthalmic industry, patients, and practices. She will work closely with staff in the U.S. and Canada offices to manage communications for all OGS programs, events, and campaigns.

Burtner comes to OGS from the Association of Public-Safety Communications Officials (APCO) International, where she most recently served as director of the APCO Institute, the training division of APCO. Prior to that, she worked in marketing and public relations at organizations in the public, private, and non-profit sectors. She has a bachelor’s degree in English from the University of Illinois and a master’s degree in strategic communication and innovation from Texas Tech University.

Optometry Giving Sight was established in 2003 to help create a world in which optometry enables universal access to vision care and eye health. It does so by supporting sustainable and scalable optometry-led programs that educate eye care providers locally and enable the establishment and delivery of vision care and eye health to all.

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 over \$1.5 million in grants. For more information or to donate, visit givingsight.org.

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