



## **VuePoint IDS and Optometry Giving Sight Expand Partnership with New 10/10 Program Supporting Continuing Education and Global Vision Care**

### **FOR IMMEDIATE RELEASE**

**GOLDEN, CO – June 30, 2025** – VuePoint IDS is proud to announce the renewal and expansion of its partnership with [Optometry Giving Sight \(OGS\)](#) for 2025. Under the agreement, VuePoint will continue to provide in-kind media support across its entire media ecosystem — including *Optik Magazine*, *Eye Care Business Canada*, and *Clinical & Refractive Optometry (CRO) Journal* — to help amplify awareness of OGS and its initiatives within the eye care community.

This renewed support, valued at over **\$100,000**, represents a professional in-kind service announcement commitment from VuePoint to help further OGS's mission of eradicating preventable blindness and vision impairment around the world.

### **New 10/10 Program Combines Continuing Education and Charitable Giving**

In addition to this ongoing media support, VuePoint and OGS are launching a new U.S.-focused initiative: the **10/10 Program**. Designed to align education with impact, the program offers:

- **A 10% discount** on any *COPE-accredited CE courses* or course packages purchased through the [CRO online CE platform](#) for OGS supporters.
- **An additional 10% donation** from each sale to support the global mission of OGS.

*"The 10/10 Program is an innovative way to make every CE dollar go further—not just in professional development, but in changing lives. VuePoint's continued support helps us reach more eye care professionals and inspire giving that has a global impact."*

— Donna Mikuleky, Executive Director, Optometry Giving Sight

*"We believe professional development and social responsibility can go hand in hand. With the 10/10 Program, optometrists can invest in their learning while directly contributing to a more equitable future in global eye care."*

— David Pietrobon, President & Publisher, Clinical & Refractive Optometry Journal

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