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**Prevent Blindness America Launches
Fourth Annual Online Charity Auction**

CHICAGO (April 15, 2010) – Prevent Blindness America, the nation’s oldest volunteer eye health and safety organization, will launch its fourth annual online auction on May 3. The auction, which will run until May 28, gives the public the opportunity to help fund sight-saving services by bidding on and purchasing a wide variety of donated items. The auction currently has items including certificates from restaurants, spas and hotels, vacation packages, and top designer sunglasses. Signed photos and memorabilia from sports and entertainment stars are also available. Participants may either bid on an item or purchase it immediately.

Just a few of the many items available are:

- 4 Night Stay at the Grand Wailea Resort in Maui
- Autographed Photos from Actor Dustin Hoffman or Music Legend Quincy Jones
- Entrance for 4 Guests to Wrigleyville Rooftops (July 4th Cubs vs. Cincinnati Reds)
- Four VIP Seating Tickets to Tapings of the “Dr. Phil Show” and “The Doctors”
- World Renowned Charlie Trotter’s Guest Chef-For-A-Day Gift Certificate

Bidders may log on to www.preventblindness.net/auction today to view auction items. All proceeds from the auction will go to fund vision and eye health education programs across the country.

“With millions of Americans having some form of vision problem and are without the resources needed to protect this valuable asset, we wanted to get the public involved through our national online auction. This is a great way to obtain great items while giving back to those in need,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “Thank you to all of the individuals and companies who generously donated items so that we may continue our work of saving sight.”

For more information on Prevent Blindness America’s online auction, please contact Kristin Romanas at (312) 363-6022 or at kromanas@preventblindness.org.

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screenings, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, divisions and chapters, Prevent Blindness America is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020 or visit us on the Web at preventblindness.org.

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