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**Prevent Blindness America to Host
Third Annual Swing Fore Sight Golf Tournament**

Annual Event Will Coincide with 2010 Vision Expo West

CHICAGO (June 3, 2010) – Prevent Blindness America, the nation’s leading eye health and safety organization, is planning the Third Annual Swing Fore Sight Golf Tournament. The event will be held in conjunction with Vision Expo West on Oct. 6, 2010 at the Bali Hai Golf Club in Las Vegas, Nev. The goal of the event is to raise \$130,000 to support the sight-saving programs of Prevent Blindness America.

Sponsorships are still available. Leading vision industry companies and corporations that have already signed on to sponsor the Swing Fore Sight event include Transitions Optical, Inc., Refac Optical Group, Essilor, VSP, Advantica, ZyloWare, Hoya Vision Care, Vision-Ease, Stereo Optical, Hilco, Satisloh, CIBA Vision, Luxottica/EyeMed, Walman Optical, Jobson, Kenmark Group, Sperian, First Vision Media, National Association of Vision Care Plans (NAVCP), Viva, Quest Optical, U.S. Vision, SoloHealth, Shamir Insight, Leybold Optics USA, The Vision Council and the International Vision Expo/Reed Exhibitions.

“We want to thank all those who have already pledged their support for Prevent Blindness America and the Swing Fore Sight Golf Tournament and encourage companies interested in being a part of this special event to please contact us to find out more about our exciting sponsorship opportunities,” said Dave Pierson, president and CEO of Refac Optical Group and co-chairperson of the Swing Fore Sight planning committee.

Individual golfers may sign up for \$625 or foursomes for \$2,500. The tournament is a four-person scramble with awards being given for the low gross team, longest drive, closest to the pin, hole-in-one and more.

“We hope everyone will mark their calendars for this fun and important event and come join us,” added Pierson. “We encourage all of our attendees to sign up today and invite their friends and colleagues to participate and help provide much-needed funds for Prevent Blindness America and its critical programs.”

For more information on the Prevent Blindness America Third Annual Swing Fore Sight Golf Tournament, including sponsorship opportunities, please contact Colleen Robbins at 312-363-6023 or crobbins@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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