

FOR IMMEDIATE RELEASE

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**PREVENT BLINDNESS AMERICA TO HOLD
THIRD ANNUAL ONLINE CHARITY AUCTION**

***National Non-profit Group Encourages Public to Bid on Donated
Merchandise, Gift Certificates and Travel Packages to Help
Save the Gift of Sight***

CHICAGO (April 22, 2009) – Prevent Blindness America, the nation’s oldest volunteer eye health and safety organization, is holding its third annual online auction June 1-30, 2009, in an effort to raise much-needed funds to help protect vision. The auction currently has a wide variety of donated items available for purchase including certificates from restaurants, spas and hotels as well as entertainment and sports memorabilia, and tickets to television show tapings.

“In these tough economic times, it is extremely important that we all band together to help those in need. This year’s online auction is even more critical to raise money in order for Prevent Blindness America to be able to help more individuals preserve their sight,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “We are extremely grateful for the companies who have stepped up and donated items to help with this year’s auction.”

Top designer sunglasses, donated by Luxottica Group, U.S. Vision, and Live Eyewear are also available for bidding including products from Kate Spade, Ralph Lauren, Fendi, Maui Jim, Ray-Ban and Cocoon.

Just a few of the many additional items available for bidding are:

- A trip to Cancun, Mexico, for five days and four nights including hotel accommodations at either the Ocean Club Hotel or Laguna Golf & Spa Resort
- A tour and wine tasting for six people at the Chateau Chantal, a winery and Old World Mission Peninsula located in Traverse City, Mich.
- Items from teams of Major League Baseball (MLB), the National Football League (NFL) and Major League Soccer (MLS)
- A “Wheel of Fortune” VIP pass for four for a taping of the show at Sony Studios in Culver City, Calif.

- A package of four VIP passes to the audience and greenroom of "Jimmy Kimmel Live" in Hollywood, Calif.

Bidders may log on to www.preventblindness.net/auction on June 1 to start bidding. All proceeds from the auction will go to fund Prevent Blindness America's vision screening and education programs, sight-saving research and advocacy initiatives.

For more information on Prevent Blindness America's online auction or to donate items, 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 screening and training, 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, it's committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call (800) 331-2020 or visit us on the Web at preventblindness.org.

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