

**FOR IMMEDIATE RELEASE**

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**PREVENT BLINDNESS AMERICA INVITES CONSUMERS TO  
"SEE AMERICA" THROUGH NATIONWIDE CONTEST**

***Contest Seeks to Educate Public About the Importance  
of Regular Eye Care***

**CHICAGO (April 14, 2008)** - Prevent Blindness America today announced the nationwide launch of its "See America" contest, an effort to educate Americans about the importance of preventive eye exams to promote overall vision health. The national non-profit group dedicated to preventing blindness and preserving sight will award the grand prize winner with the opportunity to "See America" with four complimentary plane tickets to any United States destination of their choice. The first runner-up will receive two complimentary plane tickets.

The "See America" contest is open to all those affected by impaired vision or vision loss who feel as though they have "missed" important moments in their lives. From April 14 through July 31, entrants are asked to submit stories about a time in their life that they have had to sacrifice due to poor eye health. A secondary component of the contest submission is to include a destination within the United States that entrants want to visit if they win and why that destination is so important to them. Families of the visually impaired are also invited to submit nominations.

"Through this contest, we are hoping to remind consumers of what they could be missing without their vision," said Mildred M.G. Olivier, M.D., chief executive officer of the Midwest Glaucoma Center. "Regular eye care is a great way to protect our quality of life."

Research shows that diabetic retinopathy affects more than 4.4 million Americans, with cataracts affecting more than 22 million Americans. Eye diseases such as glaucoma and macular degeneration affect 2.2 million and 2 million respectively. Further, a 2007 study conducted by Prevent Blindness America showed the estimated costs associated

with adult vision problems in the United States to be \$51.4 billion. Fortunately, half of all cases of blindness can be prevented through early interventions like vision screenings and dilated eye exams.

“For more than 100 years, Prevent Blindness America has championed the importance of regular eye care and safety initiatives,” said Daniel D. Garrett, senior vice president, Prevent Blindness America. “We hope this new program will encourage people to pause and appreciate one of our most precious gifts—our sight.”

Those interested in participating in the contest should go to [www.preventblindness.org/seeamerica](http://www.preventblindness.org/seeamerica) to obtain contest parameters and submit their story, or call 1-800-331-2020 to receive information on submissions by mail or fax. For more information about Prevent Blindness America and its sight-saving services, visit [www.preventblindness.org](http://www.preventblindness.org).

#### **Official Contest Eligibility and Rules**

Contest submissions may be made by legal residents of the 50 U.S. states and the District of Columbia, who are 14 years old or older as of April 14, 2008 (each a "Submitter"). Employees of Prevent Blindness America, GolinHarris and each of their respective parent companies, affiliates, subsidiary companies, distributors, sales representatives, retailers, advertising, sales promotion and judging agencies, and all other service agencies involved with the Contest and members of the immediate families (parent, child, sibling and spouse of each) or households of any of the above are not eligible to submit entries. Void where prohibited. Contest is subject to all federal, state and local laws and regulations.

All prizes will be awarded to the winning entries listed in conjunction with the designated Entry. Grand Prize: Four domestic airline tickets. Travel restrictions may apply. First Prize: Two domestic airline tickets. Travel restrictions may apply. Unclaimed prizes may not be awarded. All prizes may not be awarded if an insufficient number of eligible Entries are received.

#### **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 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 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 [www.preventblindness.org](http://www.preventblindness.org).

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