



Foundation for
eye health
Awareness

FOR IMMEDIATE RELEASE

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Foundation for Eye Health Awareness Names Managing Director

Alexandria, VA (July 9, 2010) – The Foundation for Eye Health Awareness has appointed Stephanie Campbell, MPH as managing director, according to an announcement from the educational organization.

In this role, Campbell will work closely with the president and executive director, Mike Daley, to lead programs and initiatives developed by the board of directors. In addition, she will serve as the primary staff liaison to the development, event planning, finance, marketing and nominating committees, as well as the advisory council and donor leadership circle.

Campbell played an integral role in the planning and development of the 2009 Eye Health Summit which led to the creation of the Foundation for Eye Health Awareness. Since then, she has provided marketing and communications support to the foundation and has worked closely with the *Think About Your Eyes* campaign as the groups prepare to combine efforts in 2011.

In her former role as the marketing manager at The Vision Council, Campbell implemented various eye health promotion activities for eye care professionals and the public. She has also developed significant relationships with organizations in the vision industry.

Prior to entering the vision and eye health field, Campbell managed a wellness program that offered healthy solutions to over 4,000 employees. She holds a Masters in Public Health from George Washington University. Campbell is based at the headquarters of the Foundation for Eye Health Awareness in Alexandria, VA.

For more information on the Foundation for Eye Health Awareness, please visit ehafoundation.org.

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The Foundation for Eye Health Awareness was created to increase the public's awareness about the importance of eye health through a convincing nationwide messaging campaign that compels people to take better care of their eyes. The Foundation was formed in October 2009 as a result of the first Eye Health Summit. This event, hosted by The Vision Council, began the process of building a strong consensus among interested parties/stakeholders in the community on a public health/eye health message.