

Contact:

The Foundation for Eye Health Awareness

Stephanie Campbell

703-740-9498

scampbell@ehafoundation.org

The Think About Your Eyes Coalition

Kristan Zeilan

214-496-4463

kzeilan@essilorusa.com

**The Foundation for Eye Health Awareness and
Think About Your Eyes Coalition Sign Transfer Agreement**

-Foundation adopts the Think About Your Eyes campaign as its eye health message -

Alexandria, VA (October 7, 2010) – R. Michael Daley, President & Executive Director, The Foundation for Eye Health Awareness, announced this week that The Foundation and the *Think About Your Eyes* Coalition have signed an agreement setting out the plan for the Coalition to transfer the assets and efforts associated with the *Think About Your Eyes* campaign to the Foundation. This agreement builds on the Letter of Intent between the two parties, signed in March of this year.

“I am excited for the Foundation to begin raising public awareness about the importance of eye exams via the *Think About Your Eyes* campaign,” said Barry Barresi, OD, PhD, Chairman, Board of Directors, Foundation for Eye Health Awareness. “The strong educational messages in the campaign impact our target audience - the 100 million Americans with vision problems and the 60 million at risk for serious eye disease.”

The *Think About Your Eyes* Coalition, made up of industry leaders Essilor, Luxottica, and VSP GlobalSM, was formed in 2009 in an effort to carry on the messaging of a successful program tested in Tarrant County, Texas. The *Think About Your Eyes* consumer awareness initiative resulted in a +7% growth in eye exams and +9% in new patients in that market during the life of the test campaign.

In order to continue the messaging on a larger scale, a two-year public awareness effort was launched, with the opportunity to transfer the management of the campaign to the Foundation, enabling the initiative to continue beyond 2011. The *Think About Your Eyes* initiative promotes awareness through television and radio ads, public relations events, various social media outlets, educational materials and a dedicated website offering eye health information for all consumers and an ECP locator to motivate consumers to see an eye doctor for an eye exam and to establish an on-going relationship with an eye doctor for their overall health.

As a result of continued success through the campaign's messaging over the past year, the Foundation and Coalition have aligned messages, allowing The Foundation to serve as the messenger and *Think About Your Eyes* to serve as the message to consumers going forward.

"We believe that having the Foundation lead the campaign by managing the assets and coordinating the marketing, communications and organizational efforts will be the most effective way for the vision community to reach the public about eye health," said Wally Lovejoy, Board Chairman of the *Think About Your Eyes* Coalition. "We encourage all members of the vision community – eyecare professionals, retailers, manufacturers, insurance providers, other non-profit organizations and associations and academic institutions – to support the Foundation's efforts to expand the campaign in 2011."

The Foundation had a booth at Vision Expo West, seeking additional community partners for 2011 and beyond as well as educating attendees about the campaign. Interested partners should contact Mike Daley, President and Executive Director, The Foundation for Eye Health Awareness, to learn more. Daley can be reached via email, mdaley@ehafoundation.org or phone, (703) 548-2896.

About the Foundation for Eye Health Awareness

The Foundation for Eye Health Awareness is a 501c3 non-profit organization created to increase the public's awareness about the importance of eye health through a nationwide messaging campaign that directs people to take better care of their eyes. <http://www.ehafoundation.org>

About the *Think About Your Eyes* Coalition

Think About Your Eyes is a multi-million dollar public awareness initiative aimed at increasing consumer awareness of the importance of vision health and comprehensive eye exams. Essilor, Luxottica and VSP GlobalSM make up the *Think About Your Eyes* Coalition. <http://www.thinkaboutyoureyes.com>