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The Foundation for Eye Health Awareness

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Think About Your Eyes Debuts New Television Advertisement

New Ad Explains How Eyes Are Windows to Our Health

New York – (March 15, 2011) – The Foundation for Eye Health Awareness announces today that *Think About Your Eyes* (TAYE), a public awareness campaign designed to educate Americans about the importance of vision health and comprehensive eye exams, has launched a new television and radio advertisement in nine key markets*. The advertisement communicates the importance of yearly eye exams and explains how eye exams can help detect other serious health problems in a way that is credible and relevant to consumers.

“We hope to encourage eyecare professionals [ECPs] to emphasize to their patients the broader importance of yearly comprehensive eye exams and the impact they have on health,” said Mike Daley, president and executive director of the Foundation for Eye Health Awareness. “ECPs can take advantage of our in-office promotions to support the campaign’s message. Attendees at International Vision Expo East in New York can learn more about the TAYE online marketing resources hub in the Continuing Education lounge, which will be sponsored by the Foundation March 18-20. Visitors to the lounge can also enter to win one of six \$100 American Express gift cards. Also, the new television advertisement will be shown in all ABC taxis March 18-19.

In addition to the new advertisement, TAYE is educating consumers at the Transitions® Championship in Tampa, Fla. March 14-20. The Championship is a unique opportunity to engage the public with the campaign message. At the PGA tournament, TAYE members and the eyeball mascots will help to spread the message to consumers emphasizing the importance of yearly comprehensive eye exams for all ages. The TAYE booth, located in the newly re-named ‘Think About Your Eyes’ Pavilion, will offer visitors the chance to spin-the-wheel to win TAYE prizes including: t-shirts, key chains, golf balls, stress balls and hand fans. Guests will also be able to sign up for automated eye exam reminders on ThinkAboutYourEyes.com. At the end of the event TAYE will hold a drawing where one lucky winner will receive an iPad with a \$100 iTunes gift card.

For more information on the Foundation for Eye Health Awareness and the *Think About Your Eyes* campaign, please visit www.thinkaboutyoureyes.com. You can also follow us on Twitter @ThinkAboutEyes or find us on Facebook. To view the new television ad please visit us on YouTube at www.youtube.com/thinkaboutyoureyes.

The Foundation is seeking additional community partners to expand campaign outreach. Interested companies should contact Mike Daley to learn more. Daley can be reached via email, mdaley@ehafoundation.org or phone, 703-548-2896.

* Atlanta, Chicago, Cincinnati, Denver, Houston, Los Angeles, New York, Portland, and Sacramento

About the Foundation for Eye Health Awareness and *Think About Your Eyes*

Think About Your Eyes is a public awareness initiative focused on educating consumers about the importance of vision health and comprehensive eye exams. This nationwide messaging campaign, sponsored by the Foundation for Eye Health Awareness with generous donations from Essilor, Luxottica, VSP Global and Transitions Optical, encourages people to take better care of their eyes.

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