



Foundation for
eye health
Awareness



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The Foundation for Eye Health Awareness

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**The Foundation for Eye Health Awareness and *Think About Your Eyes* Coalition
Announce Plans to Integrate Public Awareness Messages**

-Signed Letter of Intent Announced during International Vision Expo East-

New York, NY (March 19, 2010) – Barry Barresi, OD, PhD, Chairman, Board of Directors, The Foundation for Eye Health Awareness, announced this morning that The Foundation and the *Think About Your Eyes* Coalition (Essilor, Luxottica Group, VSP GlobalSM) have signed a letter of intent to integrate their public awareness eye health messages.

“The Foundation and the Coalition have both been established for the purpose of developing and communicating public awareness messages to educate the American public about eye health and better vision,” said Barresi. “It is the intent of both parties to join resources to accomplish their common purpose.”

The announcement follows months of discussions and deliberation among each organization’s leadership. Now, the formal due diligence process kicks off as the two exchange fundraising information, and create a formal plan for message integration, public awareness campaign expansion and more.

“The *Think About Your Eyes* Coalition believes combining efforts with The Foundation will provide a greater opportunity for the vision community to reach the public about the importance of eye exams and their connection to overall health and wellness,” said Wally Lovejoy, Chairman, Board of Directors, *Think About Your Eyes* Coalition.

The groups will continue to move forward with discussions and as a more immediate next step, are seeking additional community partners for 2010, 2011 and beyond. 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.

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About the Foundation for Eye Health Awareness

The Foundation for Eye Health Awareness, formed as a result of the Eye Health Summit, 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.

About 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 and are seeking partners to join in this initiative.