**FOR IMMEDIATE RELEASE CONTACT: Your Name**

Practice Name

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**(Insert Practice Name) is Helping Children in the U.S. See Clearly**

**(City, State)** – **(Date) –** *(Insert Your Practice Name)* is pleased to announce that it is partnering with [Essilor Vision Foundation](http://www.evfusa.org/) to raise funds to provide vision care for children who live in underserved communities in the U.S. By participating in the [See Kids Soar®](https://www.evfusa.org/get-involved/see-kids-soar/) in-office cause campaign, (*practice name*) is helping to raise awareness and donations for the millions of children around the country who lack proper vision care.

Beginning in *(Insert Month),* *(Insert Practice Name)* will proudly support this program by asking patients to ensure that their own children receive an annual eye exam and to become advocates to help children who need vision care.

***Quote from Practice (choose one):*** *We highly recommend creating your own quotes but here are some examples.*

***Example 1:*** “We are proud to participate in the See Kids Soar program and give back to a cause that is near and dear to our hearts,” says (*Insert Doctor’s Name)*. “Every day we commit ourselves to providing vision services so people can see clearly. By participating in this program, we can help to ensure that kids around the country have the ability to soar in life.”

***Example 2:*** “As an eye doctor, I see the importance of early detection and providing appropriate vision care to my patients, especially children,” says *(Insert Doctor’s Name)*. “We support the American Optometric Association’s recommendations that children should have an eye exam before the age of one, before they begin school, and annually or as recommended by their eye doctor.”

***Example 3:*** “We know glasses have an immediate and positive impact on a person’s life. When you can see, you can learn and succeed,” says *(Insert Doctor’s Name).* “Since *(Insert Year of Practice Opening),* we’ve been committed to helping people see better and today, we’re excited to partner with Essilor Vision Foundation to help give all children in the U.S. the opportunity to succeed in life.”

It is estimated that [one in four schoolchildren](http://www.aoa.uberflip.com/i/807465-cpg-pediatric-eye-and-vision-examination) has a vision issue significant enough to affect their learning. These issues impact their success in school and their ability to thrive in life. Vision is an invisible problem; unlike hunger or tooth decay, children are don’t know they can’t see clearly. To them, blurred vision is normal.

Children rely on their parents, teachers and communities to be advocates for their vision care. *(Insert Practice Name)* is proud to partner with Essilor Vision Foundation, a national non-profit vision organization whose mission is to eliminate poor vision and its lifelong consequences. Together, we can bring awareness and vision services to the millions of children in the U.S. who go without eyeglasses due to lack of awareness, access to services or the ability to pay.

***Essilor Vision Foundation quotes (choose one):***

***Option 1:*** “Essilor Vision Foundation is proud to partner with *(Insert Practice Name*), as eye doctors are a critical resource in ensuring that children are receiving regular eye exams,” says Becky Palm, President and Executive Director of Essilor Vision Foundation. “Eye care professionals dedicate their lives to providing vision services by working together, we can expand our reach to provide more children with vision care.”

***Option 2:*** “Essilor Vision Foundation has provided more than 1.5 million pairs of glasses to people in need, and through our partnership with eye doctors throughout the country, we can ensure that the millions of children in the U.S. who need vision correction can receive care,” says Becky Palm, President and Executive Director of Essilor Vision Foundation. “It is thanks to partnerships with offices like (*Insert Practice Name)* that we are able to provide children the tools they need to succeed in school and life.”

***Option 3:*** “With the support of our partners like *(Insert Practice Name)*, we’re able to educate parents on the signs and symptoms of vision impairments and the need for vision exams,” says Becky Palm, President and Executive Director of Essilor Vision Foundation. “So many kids in America face numerous barriers to learning, and providing a child with glasses is a simple way to eliminate one of those barriers and help them succeed in life.”

The See Kids Soar program is an example of how eye care professionals can make a significant impact in elevating the importance of vision care for children within their practice. Vision impacts every aspect of a child’s life from learning, confidence, social interaction, and participation in activities such as sports, art or music. Thanks to the dedication of eye care practices around the country, we can provide vision services and enable children to reach their full potential by giving them the ability to see clearly.

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**About *(Insert Practice Name*)**   
*Insert practice boilerplate – this is a brief paragraph about your practice. See the EVF boilerplate below as an example.*

**About Essilor Vision Foundation**

We strive to give children a brighter future by helping them see the world more clearly. Since 2007, Essilor Vision Foundation has provided more than 1.5 million pairs of eyeglasses to individuals in need. Essilor Vision Foundation is a 501(c)(3) public, non-profit organization committed to eliminating poor vision and its lifelong consequences. To learn more visit [www.evfusa.org](http://www.evfusa.org).