**FOR IMMEDIATE RELEASE CONTACT: Your Name**

Practice Name

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***(Your practice name)* Focuses on Vision Charity Work**

**(City, State)** – **(Date) –** [One in four children](http://www.aoa.uberflip.com/i/807465-cpg-pediatric-eye-and-vision-examination) in the United States has a vision problem that affects their ability to learn, and many don’t have access to the vision care they need. In an effort to help bridge the gap, *(insert your practice name)* is partnering with [Essilor Vision Foundation](http://www.evfusa.org/) to participate in the [Changing Life through Lenses®](https://www.evfusa.org/get-involved/lens-and-labs-services/) program. This program provides lenses, frames and lab services at no cost, enabling the practice to enhance its charitable giving.

***Insert quote from practice (choose one):*** *We highly recommend creating your own quote but here are some you can use if you choose.*

***Example 1:*** “We understand the importance of giving back to our community,” says *(insert doctor’s name).* “We know our partnership with Essilor Vision Foundation will help us provide vision care to children who go without eyeglasses due to lack of awareness, access, and/or financial resources.”

***Example 2:*** “*(Insert practice name)* is proud to partner with Essilor Vision Foundation to bring awareness and vision services to children in need in our community,” says *(insert doctor’s name).* “The Changing Life through Lenses program gives us the tools we need to truly make a difference.”

***Example 3:*** “We know there are children in our community who need vision care but don’t have access to it,” says *(insert doctor’s name).* “By participating in Essilor Vision Foundation’s Changing Life through Lenses program, we can make a significant impact in our community and demonstrate our commitment to helping children see clearly.”

*INSERT A BRIEF PARAGRAPH HERE DESCRIBING HOW YOUR PRACTICE IS USING THIS PROGRAM IN YOUR COMMUNITY.* *Additionally, to ensure the public knows that charitable eye exams and glasses are not available all the time, we recommend also including information about when your practice will offer this service. For example, you may choose one or two days a month, or you may have a regular event your practice participates in where the no-cost eye exams and glasses will be offered. Below is a sample paragraph you can personalize to suit your practice’s needs.*

*(Practice name)* will offer eye exams and glasses to people at or below the poverty level without vision insurance through the Changing Life Through Lenses program on the first Saturday of the month from (*start time*) to (*end time*) at (*location, e.g. your office*). No-cost vision services will only be offered at this time. Changing Life through Lenses does not provide no-cost eyeglasses or vision services to consumers with the ability to pay.

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

***Option 1:*** “Vision is an invisible problem; unlike hunger or tooth decay, children are often unable to self-identify that their vision is impaired,” explains Becky Palm, President and Executive Director of Essilor Vision Foundation. “By participating in the Changing Lives through Lenses program, (*insert practice name)* is taking an active role in advocating for the children in their community.”

***Option 2:*** “Children rely on their parents, teachers and communities to be advocates for their vision care,” says Becky Palm, President and Executive Director of Essilor Vision Foundation. “We know that 80 percent of all vision impairment can be prevented or cured, and with the support of our partners like *(insert practice name)*, we are taking another important step toward this goal.”

***Option 3:*** “While some states require school vision screenings, there is a large gap between the need and access to vision care,” says Becky Palm, President and Executive Director of Essilor Vision Foundation. “The Changing Life through Lenses program supports our partners like *(insert practice name)* who are providing philanthropic vision services and making a difference in their community.”

Without charitable eye doctors, millions of children across the United States would be unable to obtain vision services. The Changing Life through Lenses program enables eye doctors to make a significant impact in their communities at no cost to them or those they help.

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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).