

OPTOMETRYGIVINGSIGHT

Transforming lives through the gift of vision

Contact, Sept 2010

Register today for the World Sight Day Challenge

The World Sight Day Challenge begins in a few weeks time, at the beginning of October, so register today and help transform lives through the gift of vision. You can donate your eye exam fees from World Sight Day - Oct. 14 (or any other day in October), or make a personal or practice donation and / or hold a practice celebration and invite patient donations throughout October. Optometry Giving Sight will provide a free practice kit that contains everything you need to communicate your involvement to your patients, including posters, a counter card and ideas for practice celebrations.

“This year will be the fourth year we have participated in the World Sight Day Challenge”, commented Nick Hansen from Hansen Eye Care Plus, Orange. “My colleagues enjoy knowing that they are helping to raise money for a great cause and my patients are often happy to make a donation when they visit. Optometry Giving Sight has also encouraged our local paper and radio stations to promote our involvement to our local community.”

By taking the World Sight Day Challenge you and your practice could help children like 9 year old Nlando, who lives in a local township in South Africa where there is high unemployment and the average family income is just US\$7 per day. Nlando's only real hope to escape the poverty she has been born into is education. Nlando's new glasses will help her see to learn at school and will make her future look much brighter.

“Optometry Giving Sight is challenging the optical profession and industry to help fund the delivery of sustainable vision care and glasses to all who need them”, said Bob Lees, Chair of Optometry Giving Sight in Australia. “We now just need your help to raise the funds to achieve the goal.”

This year Optometry Giving Sight has produced RED World Sight Day Challenge t-shirts. Place your order today to ensure delivery before October, visit www.givingsight.org.

Optometry Giving Sight can help secure coverage of your participation in your local newspaper. Download a press release template from the Australian, World Sight Day Challenge page at www.givingsight.org – just follow the links! Or contact Jo Humphries at jo.humphries@givingsight.org to request assistance. Please get in touch early!

Register for the Challenge today at www.givingsight.org, call 1300 88 10 73 or email australia@givingsight.org.

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