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FOR IMMEDIATE RELEASE

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**Real Kids Shades to Donate \$1 For Every Prevent Blindness America
Donation Collected From its Website**

***All Donations to the National Non-profit Group Will be Used to Support
Sight-Saving Programs and Services***

CHICAGO (Dec. 16, 2011) – From now until the end of 2012, shoppers have the opportunity to “be a hero” and make their dollars go even further toward helping protect children’s vision. Real Kids Shades (RKS), has agreed to donate \$1 for every donation collected through its online store to Prevent Blindness America, the nation’s oldest voluntary eye health organization. The site provides an opportunity to be a “Hero” with a \$1 donation, an “Action Hero” by donating \$5, or a “Super Hero” with a \$10 donation.

RKS is a leading manufacturer of children's 100 percent UV protective eyewear. RKS products are designed to protect children’s eyes from the damage that extended UV exposure may cause. Using 100 percent UV protective eyewear is crucial in order to prevent serious eye conditions such as photokeratitis, as well as macular degeneration and cataracts, which may develop later in life.

“RKS has been a strong supporter of Prevent Blindness America for several years, including its Star Pupils children’s eye health program and most recently, the Most Beautiful Eyes Contest,” said Lisa Medora, vice president of RKS. “We want to encourage our customers to support Prevent Blindness America and its sight-saving programs and hope that our matching donation will help even more children on a path to a lifetime of healthy vision.”

In order to take advantage of the offer, RKS customers may simply visit www.realkidsshades.com and make a donation to Prevent Blindness America immediately or during the checkout process.

“RKS has continually demonstrated its commitment to helping keep our children’s eyes healthy,” said Hugh R. Parry, president and CEO of Prevent Blindness America. “We want to thank RKS and its customers for their continued support of our organization and programs.”

For more information on the RKS donation program or general children's eye health topics, please contact Prevent Blindness America by calling (800) 331-2020 or visit preventblindness.org.

About Prevent Blindness America

Founded in 1908, Prevent Blindness America is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness America touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, divisions and chapters, Prevent Blindness America is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

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