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**FOR IMMEDIATE RELEASE**

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## **Prevent Blindness America Announces Launch Date of 2012 Most Beautiful Eyes Contest**

### ***Winner to Receive a \$10,000 Educational Scholarship***

**CHICAGO (May 9, 2012)** – Prevent Blindness America, the nation’s oldest non-profit, eye health and safety organization, is announcing the dates to the 2012 “Most Beautiful Eyes” contest. The contest allows children across the United States the chance to win a \$10,000 educational scholarship.

From June 25 through July 31<sup>st</sup>, 2012, parents of children ages zero to 17 are encouraged to enter their child in the Prevent Blindness America Most Beautiful Eyes Contest by submitting a photo to the [Prevent Blindness America Facebook page](https://www.facebook.com/preventblindness) at facebook.com/preventblindness. The contest is sponsored by Marchon Eyewear, Eagle Eyes® Optics, Real Kids Shades (RKS) and Walters Golf.

For the entire month of August, the public will be encouraged to place online votes for their choice of the child with the most beautiful eyes. The first 50 entries will receive a free pair of RKS Sunglasses. Each state will have one winner (void where prohibited), which will advance to the second round of voting.

All state winners will receive a free pair of Eagle Eyes® Optics Rock-It™ Sunglasses for Kids that includes a free kids’ Fisher® Space Pen. Once again, renowned broadcaster Larry King will serve on the celebrity panel of judges as well as “Fox NFL Sunday” Host Curt Menefee.

The national winner and two family members will enjoy a weekend in Chicago to attend the Prevent Blindness America Annual Awards Banquet on Friday, Nov. 2, 2012, where the \$10,000 educational scholarship will be officially awarded.

Last year’s winners of the Most Beautiful Eyes Contest were Grand Prize Winner Kayla Helferich, age 8, of S.C., first runner-up Lyla Zaragoza, age 2, of Okla, and second runner-up Hailey Verrill, age 4, from Maine.

“We had such a wonderful response from last year’s contest that we are excited to launch the Most Beautiful Eyes Contest for 2012,” said Hugh R. Parry, Prevent Blindness America president and CEO. “The goal of the contest is to get parents thinking about the importance of their children’s healthy vision and we hope that by participating, parents will continue to make eye health a priority.”

For more information about the Most Beautiful Eyes contest or general children’s eye health and safety, please visit Prevent Blindness America online at [preventblindness.org](http://preventblindness.org) or call (800) 331-2020.

### **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](http://preventblindness.org) or [facebook.com/preventblindness](https://facebook.com/preventblindness).

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